

PERSON SPECIFICATION

Post title: DDL Communications Officer
Service: Corporate Services
Grade: 4



Requirements & Criteria	Essential/ Desirable	Method of Assessment
Knowledge/Experience		
Demonstrable experience of working within a Digital Communications environment; using and developing digital communications such as websites, film and social media as communication tools	E	Application Form/ Interview
Demonstrable experience of writing effective, inspiring and targeted communications to suit a variety of audiences.	E	Application Form/ Interview
Demonstrable experience of using social media platforms including Facebook, X/Twitter, Instagram, YouTube, LinkedIn, TikTok	E	Application Form/ Interview
Experience & knowledge of using web Content Management systems	E	Application Form/ Interview
Experience of partnership working/collaboration with other organisations	D	Application Form/ Interview
Experience and knowledge of developing website and content that meets Web Content Accessibility Guidelines (WCAG) 2.2 Level AA requirements on accessibility/ Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 or equivalent	E	Application Form/ Interview
Experience of photography and short film production to support campaigns both online and offline	E	Application Form/Interview
Experience of using digital design, film and image editing applications to create film content, edit images and create digital content	D	Application Form/Interview
Developing and implementing new systems/processes and ensuring support of key users	D	Application Form/Interview
Education/Training/Qualifications		
Qualification in Media, Communications or Marketing	D	Application Form
Numeracy and literacy to GCSE level (A-C) or equivalent	E	Application Form
Skills/Abilities		
Excellent oral, written and interpersonal communication skills	E	Application Form/ Interview

Innovative and able to keep up to date with developments in technology.	E	Application Form/ Interview
Self-motivated, self-confident to work independently as well as part of a team.	E	Application Form/ Interview
Strong ICT skills including Microsoft applications and ability to quickly understand and use new systems and the ability to use a range of audio visual equipment and digital technologies	E	Application Form/ Interview
Other Requirements		
Willingness and ability to travel as required within Dartmoor National Park and surrounding area to undertake essential elements of the job	E	Application Form/ Interview
Subject to occupational health approval, is able to meet the physical demands of the post.	E	Occupational Health check
Ability to organise, schedule, prioritise workload to meet demands and to respond to changing circumstances.	E	Application Form/ Interview
Good analytical and problem solving skills and the ability to process information accurately	E	Application Form/ Interview
Understand the role of National Park Authorities	D	Application form

Job Specific Competencies (refer to Competency Framework)

Communication & Interpersonal Skills (Level 1)

- Uses a variety of channels to communicate in a clear and concise manner.
- Listens attentively to other people's views, ideas and concerns.
- Responds to others in an open, honest and appropriate manner.
- Ensures that the information and knowledge being communicated is accurate, current and complete.
- Asks additional questions for clarification when needed.
- Maintains good working relationships with colleagues and external contacts.
- Has a positive attitude to 'Team Dartmoor' and champions the work of DNPA

Development of Self and Others (Level 1)

- Takes responsibility for personal learning and development.
- Responds positively to feedback and applies learning.
- Makes suggestions for improvements to work processes in role / team.
- Demonstrates willingness to work on different tasks and in different areas to gain experience and broaden own skills.
- Demonstrates an awareness of own strengths and weaknesses, and identifies development needs and opportunities.

Strategic Awareness (Level 1)

- Understands own work objectives and deliverables and the measures of success.
- Appreciates the impact of own role in relation to other areas of DNPA and their direct customers.
- Has a broad understanding of the vision and purpose of DNPA and the role of all areas across the Authority.
- Understands and respects the core values of DNPA.
- Organises own day to day work, and responds quickly and positively to changing priorities.
- Actively participates in Team Dartmoor days.
- Demonstrates a flexible approach to supporting other teams, in order to achieve wider organisational objectives
- Champions the work of DNPA

Working Effectively (Level 1)

- Manages own time effectively.
- Ensures accurate management of data and record systems.
- Delivers results to meet agreed targets.
- Takes responsibility for own actions and for checking quality of own work.
- Follows Authority policies and procedures.
- Uses initiative to identify improvements to own work processes and adapts approach to become more effective / efficient.
- Works to a high standard to deliver a quality service to customers.
- Makes the best and most efficient use of resources.
- Possesses the necessary ICT skills to be able to effectively perform own role

Decision Making and Problem Solving (Level 1)

- Uses initiative to make decisions and solve problems relating to day-to-day work within the boundaries of their own role.

- Makes suggestions for improvements in relation to decisions or problems affecting their own area of work.
- Seeks advice or clarification from colleagues / managers where appropriate.
- Responds promptly to queries from colleagues regarding their own area of work.

Continuous Improvement (Level 1)

- Shows flexibility when circumstances change or when asked to change existing ways of working.
- Recognises the impact of changes on own area of work, and responds positively.
- Shows an ability to reflect on whether there is a better way of doing things, and makes suggestions for improvements in own area of work.
- Open to new ideas and initiatives.
- Has a desire to meet own objectives and do a good job.
- Strives to achieve full potential.

July 2025

