



**Job title: Communications Co-ordinator**

Attributes	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Demonstrates a successful record of accomplishment within a relevant role.</li> </ul>	
<b>Education, qualifications &amp; training</b>	<ul style="list-style-type: none"> <li>▪ Qualifications or skills and experience at SCQF Level 9 or above.</li> </ul>	<p>Membership of a relevant professional body such as Chartered Institute of Public relations or Chartered Institute of Marketing.</p>
<b>Skills and knowledge</b>	<ul style="list-style-type: none"> <li>▪ Excellent communication skills.</li> <li>▪ Excellent literacy skills.</li> <li>▪ Consistently delivers creative solutions.</li> <li>▪ Manages conflicting priorities and works to tight deadlines.</li> <li>▪ Flexible and responsive, reacting positively to rapidly changing priorities and demands.</li> <li>▪ Works on own initiative and prioritises workload.</li> <li>▪ Excellent working knowledge of Microsoft Office software.</li> <li>▪ Excellent understanding of social media in an organisational setting.</li> <li>▪ Up-to-date knowledge, understanding and experience of the range of today's communications disciplines and channels.</li> <li>▪ Understands how to monitor, measure and demonstrate success through analytics and appropriate performance measures.</li> </ul>	<p>Experience using Joomla, Wordpress, Umbraco and other content management software.</p> <p>Knowledge of the social care sector.</p>

Key Performance Outcomes	Essential	Desirable
<b>Effective communication</b>	<ul style="list-style-type: none"> <li>▪ Expresses ideas clearly and concisely and to adapt communication to suit different audiences.</li> <li>▪ Produces written and verbal communication which is clear and concise.</li> <li>▪ Listens actively to people, questions and checks understanding.</li> <li>▪ Develops and maintains positive working relationships at all levels.</li> </ul>	<p>Plain English training or qualification.</p> <p>Copywriting or proofing training or qualification.</p>
<b>Objective decision making</b>	<ul style="list-style-type: none"> <li>▪ Understands the limits of their knowledge and experience and when to refer decisions to others.</li> <li>▪ Acts consistently with the Care Inspectorate values to achieve the desired outcomes.</li> <li>▪ Keeps aims and objectives consistently at the heart of decision making.</li> </ul>	
<b>Planning and organising</b>	<ul style="list-style-type: none"> <li>▪ Plans workload effectively in the short, medium and long term in conjunction with their line manager and work to strict deadlines.</li> <li>▪ Demonstrates attention to detail in all areas.</li> <li>▪ Shows initiative and proactively works without close supervision.</li> </ul>	
<b>Team working</b>	<ul style="list-style-type: none"> <li>▪ Tolerant and fair towards others, values diversity and is non-discriminatory in their actions.</li> <li>▪ Values and makes use of the skills, knowledge and experience of others.</li> <li>▪ Cooperates with and supports others.</li> </ul>	
<b>Personal accountability and responsibility</b>	<ul style="list-style-type: none"> <li>▪ Takes responsibility for actions.</li> <li>▪ Maintains a high standard of work and actively looks for opportunities to improve their work.</li> <li>▪ Demonstrates initiative within own areas of expertise.</li> <li>▪ Ambitious and positive in quality assuring their work.</li> </ul>	

**Please note – these are key performance outcomes to be used to recruit into the role. Successful applicants will be assessed against all the performance indicators used in the Performance Development Review System once established in the role.**