

PERSON SPECIFICATION

Job Title: Content Design Manager

Department: Communications

The person specification sets out the essential and desirable knowledge, experience, and skills required for this role. The competency-based selection process will look for evidence that you meet the criteria and core behaviours described below.

Stage assessed at: A/F=Application Form, A= Assessment, I =Interview

AREA	CRITERIA	A/F	A	I
1. Knowledge, training and qualifications	Essential			
	• In depth knowledge and application of digital communications and engagement techniques including working with CRM systems	✓	✓	✓
	• In depth knowledge and application of digital developments and trends	✓	✓	✓
	• Strong understanding of health policy and health issues, and the wider political environment	✓		✓
	• Educated to degree level within a relevant subject, or equivalent experience	✓		
2. Experience	Essential			
	• Experience of making a positive contribution to promoting and embedding equity, diversity and inclusion	✓		✓
	• Experience of managing a team, delegating effectively and setting expectations around and supporting performance	✓	✓	✓
	• Experience of developing strategies for and managing a range of digital engagement channels, including website and email	✓	✓	✓
	• Experience of developing and managing effective relationships with internal and external stakeholders and key influencers			✓
	• Experience of providing strategic guidance on a range of digital communications issues to colleagues, senior staff and other stakeholders	✓		✓
	• Experience of drafting digital plans/strategies and reporting on those plans/strategies	✓		✓
	• Experience of managing budgets	✓		✓

AREA	CRITERIA	A/F	A	I
3. Skills	Essential			
	• Ability to use digital communications tools and techniques and evaluate their success, including utilising analytical skills to evaluate numerical and statistical data		✓	✓
	• Ability to plan strategies to develop digital communications channels, including website and email, and ability to use relevant software and tools	✓	✓	✓
	• Exceptional oral and written communication skills, including ability to adapt style to suit different audiences, and to write on behalf of others	✓	✓	✓
	• Ability to plan, prioritise and organise workload for yourself and others		✓	✓
	• Ability to cope under pressure, and to respond to competing and changing demands in a calm, measured and professional manner		✓	✓
	• Ability to negotiate and influence when working collaboratively with colleagues to ensure that deadlines are met		✓	✓
4. Other requirements	Essential			
	• Strong personal commitment to promoting and embedding equity, diversity and inclusion.	✓		✓
	• Ability to travel and undertaken occasional overnight stays as required, including attendance at the RCN's annual week-long Congress			✓
	• Demonstrate a commitment to continuing professional development			✓

The RCN Core Behavioural Competency Framework informs the key behaviours our employees need to demonstrate in their roles.

Inspire others to greater heights  Be passionate about developing yourself and others and push yourself beyond your comfort zone	Value those around you  Prize diversity and deal fairly and consistently with people while recognising individual differences	Show passion for our services  Have members' and customers' interests at the heart of everything you do and go out of your way to manage & exceed their expectations	Build outstanding relationships  Lead and contribute to your teams success and collaborate with people around you & those beyond your immediate team	Get to the heart of the business  Have the business interests of the RCN at the forefront of all you do and seek out opportunities to develop your business know-how	Stay one step ahead  Be inquisitive, think differently and embrace opportunities for change, helping others to adapt and encouraging new ideas
Use the strengths of those around you to maximum effect	Challenge unacceptable behavior where it exists	Demonstrate pride in the RCN and passion for its services	Understand how your team impacts on others	Learn all aspects of the business with enthusiasm	Improve how things are done
Take personal ownership of all that you do	Treat everyone with respect regardless of their position	Ensure all you do has a benefit to members and customers	Focus on your team's primary goals	See yourself as a shareholder in the RCN	Adapt enthusiastically to change and different ways of working
Persist in the face of difficulties and overcome obstacles	Recognise the benefit of different viewpoints	Empower members and customers to help them become more involved	Share knowledge within your team and across other teams	Generate viable opportunities to help the RCN grow and develop	Tackle unfamiliar situations with confidence
Articulate your views and be open to others' opinions	Communicate openly and actively listen to those around you	Stay calm and focused when dealing with challenging situations	Support and help those around you	Work within tight timescales when needed	Help others to respond positively to change
Coach others and share your expertise	Treat everyone fairly and consistently	Go the extra mile	Demonstrate pride in your team and its work	Prioritise work to respond to urgent needs	Be prepared to do things differently & learn from mistakes
Trust those around you to do their jobs	Encourage mature discussion of differences	Build strong partnerships with outside agencies	Plan projects to involve key people from the start	Show efficiency and value in your use of resources	Adapt your thinking according to the needs of the situation
Seek feedback and learn from what you hear	Be approachable and give time to others	See a task through to the end	Identify opportunities for cross-team working	Translate plans into realistic targets and objectives	Show positive energy even in times of pressure
Lead by example and act as a role model	Respect individual and cultural differences	See things from the members' and customers' perspectives	Understand your strengths and play to them when you can	Understand the impact of your actions on the business	Keep an open mind and think creatively about problems at work
Empower and develop yourself and those around you	Recognise the impact of your behaviour on those around you	Build rapport with members and customers	Seek expertise from outside the team where necessary	Focus on the purpose of your role	Encourage constructive discussion about change
Speak up if you can see a better way to do things	Seek out stakeholders' views where possible	Keep members and customers informed	Ensure all team members have a meaningful part to play	Concentrate on delivering best value	Show your initiative in all that you do