

NOT PROTECTIVELY MARKED
SOUTH YORKSHIRE POLICE PERSON SPECIFICATION

DEPT/DISTRICT: Corporate Communications	POST TITLE: Graphic and Multimedia Designer POST NO: TBC
---------------------------------------------------	---------------------------------------------------------------------------

GRADE: D	LOCATION: Carbrook – Force HQ
-----------------	--------------------------------------

The behaviours used for shortlisting can also be tested as interview questions. Interview questions will also be drawn from the behaviours not previously used for shortlisting purposes.

Key:

AF	Application Form
R	References
OT	Occupational Testing
I	Interview
CQ	Certificate of Qualification

* In the event of a large number of applicants who meet the essential criteria, desirable criteria will be used as a further shortlisting tool.

Disabled applicants who meet the essential shortlisting criteria will be guaranteed an interview.

<u>CRITERIA</u>	<u>ESSENTIAL</u>	<u>DESIRABLE</u>	<u>HOW IDENTIFIED</u>	<u>SHORT LISTING CRITERIA</u>
SPECIALIST KNOWLEDGE REQUIRED FOR THE ROLE				
Proven experience in a design or photographic setting (design agency / photojournalism / corporate communications).	✓		AF	✓
Experience of using an asset management system	✓		AF,I	✓
Experience of working with print / merchandise suppliers.	✓		AF,I	✓
Understanding or experience of communications activity within a public or private sector company	✓		AF,I	✓
Proven ability to communicate complex messages from a range of sources clearly, concisely and creatively for a range of different audiences and for a range of traditional and social and digital media platforms.	✓		AF,I	✓
BEHAVIOUR 1				
Respect for Race and Diversity (A)				
Considers and shows respect for the opinions, circumstances and feelings of colleagues and members of the public, no matter what their race, religion, position, background, circumstances, status or appearance.				
Sees issues from other peoples' viewpoints	✓		AF	✓

NOT PROTECTIVELY MARKED

<i>Uses language in an appropriate way and is sensitive to the way it may affect people.</i>	✓		AF	✓
BEHAVIOUR 2 <i>Effective Communication (B)</i> Communicates ideas and information effectively, both verbally and in writing. Uses language and a style of communication that is appropriate to the situation and people being addressed. Makes sure that others understand what is going on.				
<i>Clearly communicates needs and instructions</i>	✓		AF	✓
<i>Changes the style of communication to meet the needs of the audience.</i>	✓		AF	✓
BEHAVIOUR 3 <i>Negotiation And Influencing) (B)</i> Persuades and influences others using logic and reason. Sells the benefits of the position they are proposing, and negotiates to find solutions that everyone will accept.				
<i>Sells the benefits of a decision or situation to others.</i>	✓		AF	✓
<i>Handles objections by acknowledging issues and suggesting alternatives.</i>	✓		AF	✓
BEHAVIOUR 4 <i>Planning & Organising (C)</i> Plans, organises and supervises activities to make sure resources are used efficiently and effectively to achieve organisational goals.				
<i>Decides priorities and organises workload</i>	✓		AF	✓
<i>Achieves demanding deadlines through careful planning</i>	✓		AF	✓
BEHAVIOUR 5 <i>Strategic Perspective (B)</i> Looks at issues with a broad view to achieve the organisation's goals. Thinks ahead and prepares for the future.				
BEHAVIOUR 6 <i>Community and Customer Focus (C)</i> Focuses on the customer and provides a high-quality service that is tailored to meet their individual needs. Understands the communities that are served and shows an active commitment to policing that reflects their needs and concerns.				
BEHAVIOUR 7 <i>Team Working (C)</i> Develops strong working relationships inside and outside the team to achieve common goals. Breaks down barriers between groups and involves others in discussions and decisions.				