

**NOT PROTECTIVELY MARKED**  
**SOUTH YORKSHIRE POLICE PERSON SPECIFICATION**

<b>DEPT/DISTRICT:</b> Corporate Communications	<b>POST TITLE:</b> Graphic and Multimedia Designer <b>POST NO:</b> TBC
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<b>GRADE:</b> D	<b>LOCATION:</b> Carbrook – Force HQ
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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:

<b>AF</b>	<b>Application Form</b>
<b>R</b>	<b>References</b>
<b>OT</b>	<b>Occupational Testing</b>
<b>I</b>	<b>Interview</b>
<b>CQ</b>	<b>Certificate of Qualification</b>

\* 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>
<b>SPECIALIST KNOWLEDGE REQUIRED FOR THE ROLE</b>				
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	✓
<b>BEHAVIOUR 1</b>				
<b>Respect for Race and Diversity (A)</b>				
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.				
<b>Sees issues from other peoples' viewpoints</b>	✓		AF	✓

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<i>Uses language in an appropriate way and is sensitive to the way it may affect people.</i>	✓		AF	✓
<b>BEHAVIOUR 2</b> <b><i>Effective Communication (B)</i></b> 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	✓
<b>BEHAVIOUR 3</b> <b><i>Negotiation And Influencing ) (B)</i></b> 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	✓
<b>BEHAVIOUR 4</b> <b><i>Planning &amp; Organising (C)</i></b> 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	✓
<b>BEHAVIOUR 5</b> <b><i>Strategic Perspective (B)</i></b> Looks at issues with a broad view to achieve the organisation's goals. Thinks ahead and prepares for the future.				
<b>BEHAVIOUR 6</b> <b><i>Community and Customer Focus (C)</i></b> 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.				
<b>BEHAVIOUR 7</b> <b><i>Team Working (C)</i></b> 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.				