



## WEST LANCASHIRE BOROUGH COUNCIL

### PERSON SPECIFICATION

<b>Job Title:</b> Content Producer Apprentice		<b>Grade:</b> Apprentice Rate	
<b>Directorate:</b> Housing and Inclusion Services			
<b>Service:</b> Customer Experience			
<b>Requirements</b> <i>(on the basis of the job description)</i>	<b>Essential (E) or Desirable (D)</b>	<b>To be identified by: application form (AF), interview (I), test (T), presentation (P)</b>	
<b>Qualifications</b>			
Minimum of Maths and English GCSE (Grade 4 – 9 i.e C or above) or equivalent	E	AF	
<b>Experience</b>			
Experience of producing content in digital formats	D	AF and I	
Experience of using design software such as Adobe	D	AF, I and T	
<b>Knowledge/Skills/Abilities</b>			
Ability to communicate effectively verbally and in writing	E	AF and I	
Able to work as part of a team	E	AF and I	
Able to work effectively and accurately to meet deadlines	D	AF and I	
Demonstrate a high degree of flexibility with the ability to organise and prioritise workload	D	AF and I	
Able adapt to a variety of tasks	D	AF and I	
Ability to use own initiative and to seek assistance of others when necessary	D	AF and I	
To have an interest in working in digital design	D	AF and I	
<b>Other (including special requirements)</b>			
1. Commitment to Equality	E	AF	
2. Commitment to Health & Safety	E	AF	
3. Satisfactory Baseline Personnel Security Standard Check	E	Document Checks (includes Basic DBS)	
4. The ability to fulfil all spoken aspects of the role with confidence through the medium of English language. This includes the ability to converse with ease with customers and colleagues and provide advice in accurate spoken English	E	AF and I	
<b>Prepared by:</b> Elizabeth Morgan	<b>Date:</b> March 2019		
<b>Approved by:</b> Helen Morrison	<b>Date:</b> March 2019		