

**2026-06-01 Communications Officer Essential Criteria**

<b>Essential Criteria</b>	<b>Assessed at Sift</b>	<b>Assessed at Interview / Assessment</b>
1.1 Educated to A-Level or equivalent with relevant Communications experience.	Sift	
2.1 Effective management of media contacts and referring matters to the Head of Communications where appropriate, when dealing with queries from journalists, external officials and politicians' representatives.		Interview/assessment
2.2 Well-developed understanding of the Welsh public sector and the Audit Wales position within this environment.		Interview/assessment
2.3 Efficient time management and project management skills for organising events and promotional functions.	Sift	
2.4 Excellent writing skills, including the use of plain English, for the drafting and production of clear accessible press releases, newsletters, articles and other internal and external documents.		Interview/assessment
2.5 Able to develop and maintain positive and professional working relationships with both Audit Wales staff and external contacts		Interview/assessment
2.6 A good communicator with an excellent command of English.		Interview/assessment

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2.7 Juggle effectively competing demands on one's time.		Interview/assessment
3.1 Experience of working in a communications and/or publications environment.		Interview/assessment
3.3 Experience of campaign planning and evaluation.		Interview/assessment
3.4 Experience of creating and publishing content on corporate websites with a focus on the latest web standards.	Sift	
3.5 Experience of making on-going improvements to content and structure of websites via Content Management Systems (CMS).	Sift	
3.6 Demonstrable experience of using social media as well as working knowledge of filming and editing in a PR environment.		Interview/assessment
4.1 Able to communicate key messages and information and conviction to meet the demands of a very diverse external audience.		Interview/assessment
4.2 Work productively with colleagues across Audit Wales to ensure that external communications are correct, consistent and timely.		Interview/assessment
4.3 Sufficient pace of work to ensure tasks are completed to agreed budget, timetable and quality standards.		Interview/assessment
4.4 Monitor, plan and control the use of promotional resources to	Sift	

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ensure they are used in an economic, efficient and effective way.		
4.5 Works with a degree of autonomy and minimal supervision and is responsible for prioritising own workload within a structured operational reporting plan, escalating issues to Head of Communications when appropriate	Sift	
4.6 Ability to think laterally and generate ideas for the positive promotion of Audit Wales.		Interview/assessment
5.1 Self-aware and a role model for Audit Wales values and behaviours	Sift	
5.2 Ability to work flexibly and if necessary outside of normal office hours.	Sift	
5.3 An awareness and commitment to equality and diversity	Sift	
5.4 An awareness and commitment to the arrangements for health and safety	Sift	
5.5 Able to operate within Audit Wales House Style and guidance documents to ensure consistency in delivery of communications, referring to Head of Communications where appropriate.	Sift	