

PERSON SPECIFICATION

Marketing Coordinator – LUMS Marketing, Recruitment & Alumni

Vacancy Reference: 0553-24

Criteria	Essential/ Desirable	* Application Form/ Supporting Statements/ Interview
Experience of writing and developing marketing content for multiple audiences using a wide range of printed and digital channels	Essential	Application Form/Supporting Statements/Interview
Close attention to detail, excellent grammar, and a high level of accuracy in all areas of work	Essential	Application Form/Interview
Excellent communication skills, including the ability to present information in an appropriate format to internal and external stakeholders	Essential	Supporting Statements/Interview
Excellent organisational skills, effectively prioritising workloads to meet competing deadlines	Essential	Supporting Statements/Interview
Ability to work in a team, supporting colleagues where required	Essential	Interview
Willingness to work flexibly, including occasional evening or weekends as required	Essential	Interview
Good working knowledge of relevant IT packages including Microsoft Word, PowerPoint, Excel and Outlook.	Essential	Application form/Interview
Experience of design packages and email marketing tools	Desirable	Application form/Interview
Experience of monitoring and analysing data, statistics and performance measurements related to marketing activities	Desirable	Supporting Statements/Interview
Commitment to ongoing personal development and training	Desirable	Interview
Experience of working in Higher Education with an awareness of wider University/HE issues affecting student recruitment	Desirable	Application form/Interview

- **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence eg award of a qualification. Will be “scored” as part of the shortlisting process.
- **Supporting Statements** - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- **Interview** – assessed during the interview process by either competency based interview questions, tests, presentation etc.