

**PERSON SPECIFICATION**

Marketing Officer (International) – Marketing, External Relations

Vacancy ref: 0532-24

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| **Criteria** | **Essential/ Desirable** | **Application Form/ Supporting Statements/ Interview\*** |
| A degree, professional qualification, or equivalent experience in marketing. | Essential | Application Form/  Interview |
| Demonstrable experience of delivering effective marketing campaigns that meet strategic objectives. | Essential | Supporting Statement/ Interview |
| In depth understanding of digital marketing techniques and platforms. | Essential | Supporting Statement/ Interview |
| Experience of managing the production of engaging content, including commissioning, and overseeing others to produce content. | Essential | Supporting Statement/ Interview |
| Experience of copywriting to a professional standard for print and/or digital channels. | Essential | Supporting Statement/ Interview |
| Experience of monitoring and analysing data, statistics and performance measurements related to marketing activities, including evaluating ROI and making recommendations for future campaign strategy. | Essential | Supporting Statement/ Interview |
| Highly effective communication skills with an ability to persuade colleagues and external stakeholders, including the ability to bring together and co-ordinate colleagues not in the role’s direct sphere of influence. | Essential | Interview |
| Ability to work both independently and in a team, and manage a busy workload with competing demands. | Essential | Supporting Statement/ Interview |
| Flexible approach to work patterns including the ability to work occasional evening or weekends where required. | Essential | Interview |
| Excellent digital skills and knowledge of relevant IT packages including Microsoft Word, Excel, and Outlook. | Essential | Application Form |
| A passion for marketing and content development, with a commitment to ongoing personal development and training. | Essential | Interview |
| An understanding of the regulatory framework covering marketing (eg. accessibility, CMA, ASA, GDPR, etc.). | Desirable | Supporting Statement |
| Experience of managing campaign budgets, allocating resource effectively to meet objectives. | Desirable | Application Form/ Interviews |
| Experience of managing staff, interns or student ambassadors and the ability to enthuse, motivate and coach others to achieve objectives. | Desirable | Supporting Statement/ Interview |
| Experience of design packages, basic video editing, html and CMS experience would be an advantage. | Desirable | Application Form |
| Experience of working in higher education with an awareness of wider University/HE issues affecting student recruitment. | Desirable | Supporting Statement/ Interview |

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* **Application Form** – assessed against the application form, curriculum vitae and letter of support. Will be “scored” as part of the shortlisting process.
* **Supporting Statements** - applicants are asked to provide a statement as part of their application to demonstrate how they meet the criteria. Will be “scored” as part of the shortlisting process.
* **Interview** – assessed during the interview process by either interview questions, tests, presentation etc.