



## Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

**Job title:** Digital Content Officer

**Department/Division:** Marketing, Analytics and Communications Team, Department of Management  
**Accountable to:** Tevec Ibrahim, Marketing Communications Manager

Competency	Criteria	E/D
<b>Knowledge and Experience</b>	Experience of creating engaging and effective content	E
	Experience of using data and insight to improve digital channels and content	E
	Experience of using Contensis and WordPress	D
	Experience of using Canva	D
	Understanding of the student recruitment journey	D
	Educated to degree level or equivalent level gained through experience	D
	Experience of creating and posting content on a variety of digital channels	E
	Knowledge of digital project delivery and how to involve stakeholders	E
<b>Communication</b>	Excellent verbal and written communication skills, with the ability to relate to people at all levels	E
	Excellent copy writing skills with the ability to tailor approach to different channels and audiences	E
	Demonstrable experience of leading meetings and following up on actions	D
	Ability to communicate complex information into easily digestible formats	D



<b>Teamwork and Motivation</b>	Demonstrable experience of contributing to and inspiring teams	E
	The ability to lead by example and form positive working relationships	E
	Able to work with a range of internal stakeholders to develop effective communications for diverse needs	E
	A motivated and enthusiastic approach to digital communications and the value it adds	E
<b>Liaison and Networking</b>	Experience of working with diverse internal audiences to develop common ways of working and innovative ideas.	E
	The confidence to represent the Department with professionalism	E
	Experience of successfully engaging an external audience	D
<b>Service Delivery</b>	The ability to provide a high standard of service, including responding to email queries, blog and social media comments in a timely manner	E
	The ability to communicate accurate information	E
<b>Planning and Organising Resources</b>	Excellent organisation and administrative skills with the ability to work effectively to deadlines	E
	Ability to organise own work and prioritise effectively	E
	Evidence of attention to detail and accuracy	E
	Ability to use initiative to solve day-to-day problems	E
	Ability to manage multiple projects	E
<b>Analysis and Research</b>	Experience of utilising tools for measuring impact of initiatives and audience engagement e.g., Google Analytics	E
	Examples of having proposed new and innovative solutions	D



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**E – Essential: requirements without which the job could not be done.**

**D – Desirable: requirements that would enable the candidate to perform the job well.**