



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: Marketing Officer

Department/Division: Department of Management **Accountable to:** Marketing Manager

Competency	Criteria	E/D
Knowledge and Experience	Experience of working in marketing / digital communications in higher education	E
	Experience of using content management systems to maintain and update websites	E
	Good working knowledge of Google Analytics, CRM segmentation and automation, SEO practices, Google Adwords and WordPress	E
	Good knowledge of the UK education system and the postgraduate student journey	E
	Ability to manage social media platforms and implement campaigns across Instagram, YouTube, LinkedIn, X (Twitter) and Facebook	D
	Experience of working with customer relationship management (CRM) systems (preferably Salesforce) and build email campaigns as well as data reports	E
	Experience managing student ambassadors in a Higher Education setting	D
	Ability to produce and commission exceptional written and video content, and deliver successful creative ideas	D
	Excellent IT user skills (including MS Office applications)	E
	Educated to degree level or hold a relevant professional marketing qualification	E
Marketing and Communication	Strong and error-free written communication skills with a track record of engaging audiences by producing compelling content	E



	Excellent proof-reading skills and high attention to detail	E
	Excellent verbal communication skills and the confidence to explain ideas and concepts clearly and accurately to internal and external stakeholders	E
Research and Analysis	The ability to analyse and produce reports on performance of marketing activities using tools such as Google Analytics and Salesforce	E
	A proactive approach to monitoring industry trends to inform campaign planning	E
Teamwork and Motivation	Ability to work as a supportive and proactive member of a busy team, as well as on own initiative with limited supervision	E
	Ability to work towards clear and shared objectives within a team	E
	To act as a brand ambassador and provide advice, updates and data insights to ensure a collaborative approach to student recruitment activities	E
Planning and Organising Resources	Ability to lead on major projects from initial concept through to delivery including management of people and budgets	E
	Exceptional content planning and event organisational skills (online and in-person)	D
	The ability to deliver a busy and varied workload, manage a portfolio of stakeholders and to prioritise effectively	E
Service Delivery	A commitment to customer service to students, staff and partner organisations, and being responsive to feedback	E
	High level of accuracy and scrupulous attention to detail in all aspects of work, including the ability to communicate accurate information and data	E
Liaison and Networking	The ability to build and maintain positive working relationships with people at all levels, including stakeholders and external suppliers	E
	The confidence to represent the Department to external and internal stakeholders with professionalism at meetings and events	D
Decision Making and Problem Solving	The ability to use initiative in problem-solving and deal effectively with day to day problems, referring up where necessary	E



	An innovative approach, with the ability to make recommendations to operational plans and design new campaigns	E
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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.