



## 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:** Performance Marketing Officer (Executive Education & LSE Online)

**Department/Division:** Extended Education

**Accountable to:** Marketing Manager (Executive Education & LSE Online)

Competency	Criteria	E/D
<b>Knowledge and experience</b>	Educated to degree level or equivalent	E
	Excellent IT skills	E
	Experience of marketing and communication towards corporate clients	E
	Experience with lead and demand generation campaigns	E
	Proven ability to write engaging and creative content for print publications, the web and social media channels	E
	Demonstrable experience of interpreting complex material, simplifying and rewriting for various audiences	E
	Experience of working with digital performance marketing platforms	E
	Experience of working with email marketing platforms, including managing email lists and template creation	E
	Experience of SEO and website analytics platforms	D
	General knowledge of UK higher education sector	D
Demonstrable end to end experience working on publishing projects, including liaising with designers and printers	D	
<b>Communication</b>	Excellent oral and written communication skills	E
	Excellent English language skills, specifically grammar and spelling	E
	High level attention to detail	E
	Excellent copywriting and editing skills for multiple audiences	E
	Ability to understand and convey information in a clear and accurate manner	E
<b>Liaison and networking</b>	Ability to liaise successfully with all LSE and external stakeholders, including academics, students, and alumni	E
<b>Teamwork and motivation</b>	Ability to work as part of a cross functional marketing team, supporting the wider Extended Education division	E



<b>Initiative and problem solving</b>	Ability to solve standard, day-to-day problems as they occur, following set standards and procedures	E
	Ability to work on own initiative	E
	Ability to recognise when a problem or task should be referred to others	E
	Demonstrate agility to changing needs and requirements across the Extended Education division	E
	Respond positively to change, proposing change and supporting change initiatives as appropriate	E
<b>Service delivery</b>	Ability to provide a high level of service to both internal and external contacts	E
	Ability to deal promptly and efficiently with requests as per agreed service standards	E
<b>Planning and organising</b>	Demonstrable ability to plan and deliver work to explicit deadlines	E
	Proven ability to work on a number of projects simultaneously	E
	Proven ability to work with limited supervision	E
<b>Investigation, analysis and research</b>	Ability to use a wide range of desk research methods and sources to identify and utilise source material for copy	E
<b>Other</b>	Willingness to work flexibly, including some evening and weekend work	E

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

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