



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: Communications Manager

Department/Division: Philanthropy and Global Engagement

Accountable to: Head of PAGE Communications

Direct Reports: Online Engagement Officer (with one further post planned)

Competency	Criteria	E/D
Knowledge and Experience	• Educated to degree level or equivalent	E
	• Experience of writing Direct Marketing Appeals	E
	• Experience of writing copy for online and offline publications	E
	• Excellent knowledge of web and emarketing CMS	E
	• Experience of producing and publishing mass emails	E
	• Experience of proofing written and graphic work	E
	• Excellent knowledge of MS Office and other Design Tools	E
	• Experience of analysing data from mailings and appeals	E
	• Experience of using social media in a business context	E
	• Experience of line management	E
	• Experience of working in a higher education or charity environment, and empathy with and understanding of the issues facing higher education globally and in the UK	D
	• Experience in delivering training in writing, design and proposal development	D
	Communication	• Exceptional written communication skills with the ability to influence and persuade through use of words, style and tone
• Ability to translate complex ideas into accessible communications for a variety of audiences		E
• Excellent grasp of English grammar and spelling		E
• Excellent copywriting and editing skills		E
• Ability to create compelling and successful marketing materials		E
• Ability to deal with a wide variety of people from different backgrounds worldwide		E
• Impeccable attention to detail		E
• Ability to convey information in a clear, concise and accurate manner		E
Liaison and Networking	• Ability to work across PAGE and the wider School to identify communications opportunities	E



	<ul style="list-style-type: none"> Ability to work with academics and professional services colleagues, and external individuals to create compelling communications to engage audiences 	E
Teamwork and Motivation	<ul style="list-style-type: none"> Ability to work with colleagues across PAGE and the School to develop effective and productive relationships Ability to organise and lead meetings Ability to motivate and manage direct line reports 	E E E
Initiative and Problem Solving	<ul style="list-style-type: none"> Ability to work on own initiative Ability to solve standard day-to-day problems as they occur Ability to recognise when a problem or task should be referred to others 	E E E
Planning and Organising Resources	<ul style="list-style-type: none"> Ability to work to tight deadlines and to manage multiple tasks in a busy office environment Ability to project manage the completion of a task drawing in colleagues and other contacts as required to enable a successful conclusion Ability to manage and prioritise own workload and that of line-report(s) 	E E E
Service Delivery	<ul style="list-style-type: none"> Ability to set and deliver high service standards Ability to deal promptly and efficiently with requests 	E E
Investigation, Analysis and Research	<ul style="list-style-type: none"> Ability to collate and analyse information from academic departments, individual academics and professional services colleagues that will be relevant to alumni and supporter audiences 	E
Other	<ul style="list-style-type: none"> Ability to work outside normal hours, on occasion as required, in order to get the job done 	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