



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 Coordinator

Department/Division: International Relations **Accountable to: Student Experience Manager**

Competency	Criteria	E/D
Knowledge and Experience	Demonstrable administrative experience in a busy environment, preferably in a communications role.	E
	Experience of utilising social media tools (e.g. X, Instagram, LinkedIn) in a professional context.	E
	Excellent IT skills, in particular using MS Office package	E
	Experience of using social media analytics.	E
	Demonstrable experience of writing copy for internal and external audiences.	E
	Experience of events administration and/or promotion	D
	Experience of working in a Higher Education environment	D
	Experience of creating/editing video	D
Communication	Excellent communication skills with the ability to write and copy-edit for a range of purposes, styles and audiences, such as: <ul style="list-style-type: none"> - Writing for promotional materials or blogs - Explaining complex ideas clearly and succinctly - Writing newsletters or marketing materials 	E
	Ability and confidence in communicating with a wide range of internal and external contacts, including senior stakeholders	E
	Ability to deal professionally with confidential and sensitive information	E
	Proven track record of using social media effectively in a professional context	E
	Excellent attention to detail and accuracy	E
		E



Planning and Organisation	Ability to work with minimal supervision, and to make autonomous decisions regarding own workload, including effectively dealing with peaks and troughs in the work cycle	E
	Ability to organise own workload to meet multiple deadlines	E
	Proactive attitude including the ability to think through the requirements of a project and put in place the necessary steps to ensure it is carried out on time.	E
Service Delivery	Ability to provide a high standard of service and to provide information accurately and promptly to internal and external customers	E
	High level of accuracy and attention to detail in all aspects of work, including maintain accurate work records.	E
	Experience of reviewing processes and procedures in order to improve outcomes or improve efficiency, whilst acting on feedback from service users.	E
Teamwork and Motivation	Experience of participating in and making a positive contribution to a team	E
	Ability to maintain a positive and enthusiastic attitude in the workplace	E
	Self-motivated and a proactive approach to work, and the ability to work independently with limited supervision	E
	Evidence of flexibility and willingness to be involved in ad-hoc projects, as and when required.	E
Initiative and Problem Solving	Ability to exercise initiative in selecting a course of action to solve day-to-day problems and to know when to refer a problem to others	E
	Ability to stay calm under pressure when dealing with issues and problems affecting services, and to develop and implement solutions	E
	Evidence of ability to think creatively to develop new initiatives and or/projects, or to find solutions.	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.