



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 and Communications Manager

Department/Division: The Marshall Institute

Accountable to: Institute Manager

Competency	Criteria	E/D
Knowledge and Experience	<ul style="list-style-type: none"> Significant experience of working in a marketing role in an educational, business school or entrepreneurial context. 	E
	<ul style="list-style-type: none"> Experience of designing and delivering marketing and communications strategies, producing reports with recommendations for future direction, feeding into outreach plans, analysing data and identifying measures for success. 	E
	<ul style="list-style-type: none"> Excellent IT skills- Microsoft Office including Word, Excel, Outlook, PowerPoint. 	E
	<ul style="list-style-type: none"> Knowledge of Adobe Creative Suite or equivalent, CRM navigation, CMS editing and Social Media Scheduling Tools. 	E
	<ul style="list-style-type: none"> Experience of writing for different audiences and editing digital content such as videos, images and podcasts. 	E
	<ul style="list-style-type: none"> Experience in organising online and in-person events that contribute to the strategic goals of an organisation. 	E
	<ul style="list-style-type: none"> Previous experience of brand development and/or brand management. 	E
	<ul style="list-style-type: none"> Previous experience of working in Higher Education or Business School or Entrepreneurship context. 	D
	<ul style="list-style-type: none"> Proven financial/budgetary experience. 	D
	<ul style="list-style-type: none"> Educated to degree level (or equivalent). 	E
Communication	<ul style="list-style-type: none"> Experience in communicating effectively with internal and external users at all levels, both verbally and in writing. 	E
	<ul style="list-style-type: none"> Ability to convey and present complex information in a meaningful and appropriate manner to a wide range of 	E



	<p>audiences – including prospective students, faculty and alumni.</p> <ul style="list-style-type: none"> • Ability to communicate with people in a professional and diplomatic manner. • Experience of giving presentations. 	<p>E</p> <p>E</p>
Analysis and Research	<ul style="list-style-type: none"> • Data interpretation and analysis skills with proven evidence of turning analytic insights into business actions. • Demonstrable capacity for strategic thinking and planning, along with an understanding of forecasting trends. • Examples of establishing and maintaining effective systems of reporting. 	<p>E</p> <p>E</p> <p>E</p>
Liaison and Networking	<ul style="list-style-type: none"> • Ability to promote the portfolio of taught programmes through effective networking skills internationally and in the private and public sectors. • Ability to liaise with internal and external contacts to further the aims of the programme and the Institute. • Ability to influence and negotiate in order to bring about change. 	<p>E</p> <p>E</p> <p>E</p>
Teamwork and Motivation	<ul style="list-style-type: none"> • Ability to function effectively in a team with other members of the Institute/Department's administrative and academic staff. • Demonstrable ability to work pro-actively and creatively without direct supervision. 	<p>E</p> <p>E</p>
Planning and Organising	<ul style="list-style-type: none"> • Proven ability to manage multiple projects simultaneously and the ability to work to deadlines and on own initiative • Ability to manage a varied workload, and coordinate a range of tasks and activities, and to prioritise a range of tasks effectively to consistently meet deadlines. 	<p>E</p> <p>E</p>
Service Delivery	<ul style="list-style-type: none"> • Proven experience of delivering excellent customer service. • An ability to work flexibly and work effectively to consistently meet deadlines. 	<p>E</p> <p>E</p>
Problem Solving and Initiative	<ul style="list-style-type: none"> • Ability to adopt a proactive approach and use own initiative by suggesting new ways to market and promote the Institute's activities effectively. • A demonstrable ability to adopt a collaborative mindset and recognise when a problem should be referred. 	<p>E</p> <p>E</p>



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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.