



Person Specification

This form lists the essential and desirable requirements needed in order to do the job. Applicants will be short-listed solely on the extent to which they meet these requirements.

Job Title: Digital Marketing Coordinator
Department/Division: - Recruitment and Admissions – Academic Registrar’s Division (ARD)
Accountable to: Digital Marketing Officer

Competency	Evidence	E/D	A/I/S
Knowledge and Experience	1. Educated to degree level or equivalent	E	A
	2. Experience of working with a Content Management System (CMS) and an understanding of existing and emerging website technology	E	A/I
	3. Demonstrable evidence of website development/maintenance	E	A/I
	4. Knowledge of search engine optimisation (SEO) techniques	D	I
	5. Experience of effectively managing social media channels	E	A/I
	6. Experience of contributing to and following a social media content plan	D	A/I
	7. Demonstrable evidence of managing a blog	E	A/I
	8. Experience of copywriting, editing and producing digital and print publications	E	I
	9. Experience of delivering excellent customer service	E	I
	10. Knowledge of UK higher education and the issues affecting student recruitment	D	I
Capabilities and Skills	1. Excellent attention to detail and accuracy	E	A/S
	2. Excellent English language skills, specifically grammar and spelling	E	A/S
	3. Excellent Microsoft Office IT skills	E	S
	4. Proven ability to write engaging and creative content for the web and social media channels	E	A/I/S



	5. Ability to communicate in a tactful manner with people at all levels and from a wide variety of backgrounds	E	A/I
	6. Ability to understand and convey complex information in a clear and effective manner to people at all levels, both orally and in writing	E	A/I
	7. Confidence in working with senior staff and stakeholders and coordinating cross-institutional activities	E	I
	8. Willingness and ability to work as part of a team	E	I
	9. Proven ability to work on a number of projects simultaneously	E	I
	10. Ability to recognise when a problem or task should be referred to others	E	A/I
	11. Ability to respond positively to change, to innovate and to learn from external good practice	E	A/I
	12. Ability to work on own initiative with limited supervision	E	I
	13. Ability to plan and deliver work to explicit deadlines	E	A/I
	14. Ability to operate a CRM system (for example, experience of using Salesforce or an email marketing platform)	D	A/I
Other	1. Willingness to work flexibly, including occasional evening and weekend work when required.	E	I

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

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

A – Assessed at application stage

I – Assessed at interview

S – Assessed through skills test