



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: Student Communications Manager

Department/Division: Communications

Accountable to: Internal Communications Manager

Competency	Criteria	E/D
Knowledge and experience	Educated to degree level in a relevant discipline, or equivalent through experience.	E
	Experience of working in a communications role in higher education which involved the development of communications strategies.	D
Communication	Demonstrable experience of devising and delivering communications plans, as well as producing high-quality content using a range of channels, digital tools and formats, with the ability to relate to people at all levels.	E
	Proven experience as a creative communicator who considers all opportunities for engagement with target audiences.	E
Teamwork and motivation	Evidenced experience of contributing to and inspiring teams, with a motivated and enthusiastic approach to communications and the value it adds.	E
	Able to generate new ideas and support change management.	D
Liaison and networking	Experience of working with a range of internal stakeholders to develop common ways of working, foster	E



	<p>innovative ideas and effective communications for diverse audience needs.</p> <p>Evidence of good negotiation skills to manage competing demands and priorities amongst colleagues.</p>	E
Decision making	A confident decision maker with the experience to handle multiple requests for support and to prioritise the most urgent and strategically important.	E
Planning and organising resources	Experience of communications project management and leading diverse groups of colleagues, delivering on time and on budget.	E
	Excellent organisation and administrative skills with a record of setting, monitoring and achieving challenging performance targets effectively to deadline and with demonstrable results.	E
Initiative and problem solving	Experience of developing communications channels and approaches alongside established ways of working.	E
Analysis and research	Experience of analysing communications engagement trends and statistics, using insight to inform practice	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.