



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 Recruitment Executive

Department/Division: Summer School and Executive Programmes
Accountable to: Marketing and Recruitment Manager

Criteria	Evidence	E/D
Knowledge and Experience	Educated to degree level or equivalent	E
	1-3 years of experience working within a marketing role or a marketing related degree	E
	Working knowledge of Microsoft Office, particularly Excel, Word and Outlook	E
	Ability to set up and manipulate Excel spreadsheets	E
	Experience of updating websites via a CMS system	E
	Knowledge of email marketing: e.g. rating, testing and sending email campaigns	E
	Experience of producing eye-catching and effective printed collateral (brochures, banners, merchandise, general branding)	E
	Experience of organising attendance at events (conferences, campus events, Expo's etc.)	E
	Understanding of/experience in digital marketing	E
	Experience of working with conversion campaigns	D
	Knowledge of using databases	D



	Understanding of short course objectives within HE	D
Communication	Ability to communicate confidently in a client-facing role (telephone, Digital & In-person)	E
	Ability to communicate with a wide range of people, at all levels	E
	Experience in writing blog posts and contributing to social media channels such as Twitter and Facebook	D
	Excellent written English skills and an ability to write creatively	E
	Ability to connect with students	E
Service Delivery	Experience of managing priorities effectively across multiple projects	E
	Excellent organisational skills	E
	Keen eye for detail in proofing copy and graphics	E
	Ability to support programme managers in delivering effective communications to students and participants (email, print, branding, signage, in-person)	E
Teamwork and Motivation	Ability to work as part of a team	E
	Ability to work with limited supervision and use own initiative, whilst managing a demanding workload with frequently changing priorities.	E
Initiative and Problem Solving	Experience of exercising initiative to resolve problems as they arise	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.