



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: AFSEE Communications and Marketing Officer

Department/Division: International Inequalities Institute (III)
Accountable to: III Communications Manager

Competency	Criteria	E/D
1. Knowledge and Experience	Experience of working in a communications and marketing role, preferably in a service environment.	E
	Excellent IT skills (including MS Office applications).	E
	Experience of acting in an editorial role, commissioning, proofing and copy-editing content written by others.	E
	Excellent journalistic/storytelling instincts, with the ability to seek out engaging stories and insights, and communicate these effectively to internal and external audiences.	E
	Experience of producing creative, compelling and targeted written copy for marketing channels (e.g. websites, brochures, blogs, and similar).	E
	Experience of producing, collaborating or leading on multimedia content e.g. videos for marketing or communications purposes.	E
	Experience of /managing/running social media channels (e.g. Twitter, Facebook, Instagram, LinkedIn and YouTube) to effectively engage audiences.	E
	Experience of website management.	E
	Experience of using CRM (eg Salesforce).	E
	Educated to at least degree level.	E



	Experience of working in the higher education sector.	D
2.Communications	Exceptional writing skills, with the ability to convey information and stories as well as strategic marketing messages in an engaging format for a range of different audiences, including through digital and print media.	E
	Excellent oral communication and presentation skills.	E
3.Teamwork	Ability to work as a collegiate, supportive, and proactive team member, as well as on own initiative with limited supervision.	E
	Ability to work collaboratively towards clear and shared objectives within a team.	E
4.Initiative and Problem-solving	A proactive approach with the ability to use initiative in problem-solving and dealing effectively with urgent organisational or communications issues.	E
	An innovative approach, with the ability to make recommendations for improvements to current strategies.	E
	Ability to escalate issues in a prompt manner as and when needed.	E
5.Liaison and Networking	The ability to liaise effectively and build positive working relationships with people at all levels, both within and outside LSE.	E
	The ability to represent the AFSEE programme and Institute as an ambassador to external and internal stakeholders.	E
6.Planning and Organising Resources	Excellent planning and organisational skills with the ability to manage a busy and varied workload and to prioritise effectively.	E
	The ability to analyse and produce reports on performance of marketing activities and AFSEE's digital channels.	E
7.Service Delivery	Proven experience of delivering excellent customer service.	E



	Ability to provide a prompt and efficient service to both internal and external users.	E
	An ability to work flexibly and effectively to maintain high standards and to consistently meet deadlines in a fast paced environment.	E
	Ability to follow procedures effectively and work in collaboration with colleagues to support the continuous improvement of administrative processes.	E
	Proven experience of managing budgets.	D

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

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