



## 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 Coordinator

**Division:** LSE Careers

**Accountable to:** Student Experience and Operations Manager

Competency	Evidence	E/D
<b>Knowledge and Experience</b>	Previous experience in copywriting and/or editing	E
	Educated to degree level or equivalent	E
	An understanding of the UK graduate labour market and higher education	E
	Examples of having followed administrative procedures and dealing with a varied workload	E
	A high level of customer service experience	E
	Proficiency in Microsoft office packages e.g. Word and Excel	E
	Experience using social media as a promotional tool	E
	Examples of updating online information e.g. using WordPress or content management systems	D
	An understanding of Microsoft Front Page and Publisher	D
	An understanding of the work of LSE Careers	D
<b>Communication</b>	Evidence of handling a wide range of enquiries	E
	Evidence of creating effective written communication especially promotional/ marketing material	E
	Examples of having contributed to creative marketing/ advertising campaigns	D
	Examples of having produced marketing material such as emails and brochures	D



<b>Teamwork and Motivation</b>	Examples of having participated in and made a contribution to a team	E
	Examples of wider team interactions	D
<b>Service Delivery</b>	Examples of actively promoting a product or service to customers	E
	Examples of responding promptly to customers and colleagues	E
<b>Planning and Organising Resources</b>	Examples of having organised own work, and met deadlines	E
	Examples of maintaining effective systems of administration	E
	Evidence of planning effective communication procedures	E
<b>Liaison and Networking</b>	Examples of liaising with external and internal customers	E
<b>Decision Making</b>	Examples of having chosen the best strategy to solve a problem	D
	Examples of using existing procedures to decide on the most appropriate action	E
<b>Initiative and Problem Solving</b>	Examples of coming forward with new ideas and suggestions for developing and improving work	E
<b>Investigation, Analysis and Research</b>	Examples of having evaluated and analysed work.	E
	Examples of having collated and analysed information from a range of sources	E
	Examples of having presented qualitative and quantitative data in a range of appropriate formats	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.**