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: Digital Project Manager	
Department/Division: Communications Division	**Accountable to:** Head of Digital Communications

Competency	Criteria	E/D
Knowledge and experience	Knowledge of project frameworks or methodologies and when to apply them to specific projects or challenges.	E
	Knowledge of digital practices, Content Management Systems (CMS), user experience, user acceptance testing, content strategy, web design and development, Google analytics, SEO, social media, and helpdesk management.	E
	Experience with delivering digital website projects across various sizes, budgets, and project lifecycle stages and producing written scope, requirements, business case objectives and status reports.	E
	Experience managing project risks, tracking time/cost tracking, and coordinating rollout and deployment.	E
	Experience in digital marketing, digital innovation and best practice, communication methods, customer service, engagement management, time and cost-effective problem-solving with digital stakeholders.	D
	Experience working for Higher Education or similar institutions within a digital practice team.	D
Communication:	To have strong written and verbal communication skills for leading client and team meetings, presenting project information to groups (to the division), negotiate with stakeholders and suppliers, and ability to communicate technical information to a non-technically minded audience.	E
	Listening skills, transforming the client's and users' needs, and understanding their constraints.	E

Teamwork and motivation:	Able to work in a fully collegiate way with other digital and non-digital staff and understand the different capabilities and approaches team members bring to deliver successful projects.	E
	Understand when to intervein through a project delivery lifecycle, letting experts make their contributions while tracking the project objectives.	E
Liaison and networking:	Experience building effective relationships with a decentralised academic and professional services community, third-party suppliers, and projects teams.	E
Service delivery:	Experience planning workload independently, communicating overall priorities and objectives with end-customers and internal teams.	E
Decision making:	Experience of providing first-rate judgement on all issues of professional and managerial concern.	E
	Experience making commercial decisions on the value of strategic digital initiatives or projects and communicating these decisions rationally.	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.