



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: Communications and Marketing Officer

Department/Division: Department of Health Policy Accountable to: Communications and Marketing Manager

| Competency | Criteria | E/D |
|------------------------------------|---|-----|
| 1. Knowledge and Experience | Substantial experience of communications, marketing and student recruitment in the Higher Education sector | E |
| | Experience of marketing and student recruitment for Executive programmes | D |
| | Experience of marketing and student recruitment in the health sector | D |
| | Experience of developing and implementing effective data-led student recruitment strategies in a diverse and complex organisation | E |
| | Strong campaign management skills, with evidence of utilising data and market intelligence, brief writing, agency management and tracking and reporting | E |
| | Experience of designing and delivering communications and events that contribute to the strategic goals of an organisation | E |
| | Previous experience of brand development and/or brand management | D |
| | Excellent IT user skills, including knowledge and experience of utilising CRM and CMS systems, HTML coding and Adobe InDesign and Photoshop | E |
| | Relevant degree in a discipline with a strong communications and marketing focus or relevant professional qualification | D |
| 2. Communication | Excellent written and oral communications and presentation skills | E |
| | Demonstrable extensive experience of copywriting and editing for different audiences/media and exceptional proofreading skills | E |



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| 3.Strategic planning, analysis and research | Outstanding data interpretation and analysis skills, with proven evidence of turning analytic insights into business actions | E |
| | Demonstrable capacity for strategic thinking and long term planning, along with a proven understanding of forecasting trends and creating targets | E |
| | Examples of establishing and maintaining effective systems of reporting | E |
| 4.Teamwork and Motivation | Proven ability to manage multiple projects simultaneously and the ability to work to deadlines and on own initiative | E |
| 5.Liaison and Networking | Ability to influence and negotiate in order to bring about change | E |
| | Ability to build long lasting relationships with colleagues and stakeholders across the organisation and externally | E |
| 6.Service delivery | A commitment to professionalism and the delivery of high service and client satisfaction levels, both internally and externally | E |
| 7.Planning and organising resources | Demonstrable experience of preparing and managing budgets and of operating within these bounds | D |
| | Experience of writing comprehensive marketing plans | D |
| 8.Decision Making and Problem Solving | A proactive approach to solving problems and experience of assessing the best strategy to solve a problem | 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.