



## 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 Marketing & Recruitment Executive

**Department/Division:** Confucius Institute for Business London **Accountable to:** Deputy Director

Competency	Criteria	E/D
Knowledge and Experience	• Educated to degree level or equivalent	E
	• Experience of developing and managing successful social media channels in terms of growth and engagement	E
	• Experience of effectively managing a website via CMS	E
	• Experience of using mailchimp or similar email services/software	E
	• Experience of recommending new content/digital strategies, innovations relevant to the different target audiences	E
	• Developed knowledge of email marketing, creating, testing and sending email campaigns	E
	• Experience of working with Google AdWords, either directly or via an agency	E
	• Experience of using and communicating Google Analytics data	E
	• Experience of HTML	D
	• Experienced in Excel	E
Communication	• Ability to write effective concise first draft copy for a range of digital channels and different audiences including: Email promotions, newsletters	E
	• Ability to communicate directly with prospective clients via telephone, email and social media	E
	• Ability to convey a range of messages according to the needs of the different programmes	E



	<ul style="list-style-type: none"> <li>Ability to articulate marketing aims and objectives to non-practitioners within and external to the Institute</li> </ul>	D
	<ul style="list-style-type: none"> <li>Confidence in client-facing role, communicating with high profile individuals and senior colleagues</li> </ul>	D
<b>Liaison and Networking</b>	<ul style="list-style-type: none"> <li>Ability to liaise effectively across a range of staff, students and academics</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of working with external clients/suppliers</li> </ul>	E
	<ul style="list-style-type: none"> <li>Experience of liaising with high profile individuals</li> </ul>	D
<b>Teamwork and Motivation</b>	<ul style="list-style-type: none"> <li>Ability to motivate and support team members</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to foster a co-operative, collegiate and flexible approach and to deliver results for the benefit of the Institute as a whole</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to motivate and generate interest in the marketing campaigns with the Institute in order to garner feedback and make recommendations for future developments</li> </ul>	E
<b>Planning and Organisation</b>	<ul style="list-style-type: none"> <li>Excellent organisational skills and the ability to develop efficient and effective procedures and practices for the management of the digital campaign</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to manage priorities effectively across multiple projects</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to set and work within a designated budget</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to manage email lists effectively and segment audiences in order to optimise engagement opportunities</li> </ul>	E
	<ul style="list-style-type: none"> <li>Proactive in attending internal and external event in order to gather information</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to spot and take advantage of opportunities for the promotion of the programmes</li> </ul>	E
<b>Initiative and Problem Solving</b>	<ul style="list-style-type: none"> <li>Ability to work under own initiative</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to take independent decisions</li> </ul>	E
	<ul style="list-style-type: none"> <li>Ability to use judgement effectively knowing when to pass up issues to senior colleagues for decision making.</li> </ul>	E
	<ul style="list-style-type: none"> <li>Active contribution of ideas and strategies to support the marketing and recruitment campaigns</li> </ul>	E



<b>Investigation, Analysis &amp; Research</b>	<ul style="list-style-type: none"><li>• Ability to communicate data outcomes in an accessible way to non-technical staff</li><li>• Experience of use and analysis of data</li></ul>	E  D
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**E – Essential:** requirements without which the job could not be done.

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