



## 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 Manager (Summer School)**

**Department/Division: Summer School and Executive Programmes**  
**Accountable to: Head of Summer School**

Criteria	Evidence	E/D
Knowledge and Experience	Demonstrable experience of working in an integrated/ full-service marketing role	E
	Educated to degree level or equivalent	E
	Experience in leading and delivering digital marketing and social media campaigns	E
	Ability to think creatively when producing new marketing collateral. Be able to produce clear and concise design briefs and follow them through to completion.	E
	Strong experience of hands-on email marketing including creating, testing and sending segmented campaigns.	E
	Experience of using Mailchimp or similar	E
	Working knowledge of Microsoft Office	E
	Ability to set up and manipulate Excel spreadsheets	E
	Experience of delegating work and monitoring output within small to medium sized marketing teams.	E
	Ability to plan and buy online advertising campaigns	E
	Good understanding of Google Analytics and AdWords.	E



	Experience of driving paid event registrations, membership, donations or subscription; particularly in terms of conversion campaigns.	D
	Knowledge of using databases	D
	Experience of updating websites via a CMS system.	D
	Understanding of short course objectives within HE	D
	Understanding of Customer Relationship Management processes	D
	Experience of working with international third party education agents with an existing network of contacts.	D
	Experience of promoting to, and an understanding of, international audiences.	E
<b>Communication</b>	Ability to communicate confidently in a client-facing role (telephone, digital & in-person)	E
	Proven ability to write accurate, concise and engaging copy for print and digital channels.	E
	A keen eye for detail when proofing marketing copy and collateral.	E
	Ability to communicate with a wide range of people, at all levels.	E
	Experienced communicator and promoter via social media channels such as Twitter, LinkedIn and Facebook.	E
	Ability to create clear and accurate reports on campaign performance	E
<b>Investigation, Analysis and Research</b>	Proactive approach to researching and suggesting new marketing initiatives	E
	Experience of data analysis to seek out new opportunities, market segments and areas for focus such as country-specific marketing.	E
	Analytical approach to refining service design and delivery.	E



<b>Service Delivery</b>	Experience of managing priorities effectively across multiple projects.	E
	Excellent organisational skills	E
	Proven ability to maintain high standards of communication and service delivery across all client touch points.	E
<b>Teamwork and Motivation</b>	Experience of leading other team members towards achieving challenging deadlines and goals.	E
	Ability to work as part of a team.	E
	Ability to work with limited supervision and use own initiative, whilst managing a demanding workload with frequently changing priorities.	E
<b>Initiative and Problem Solving</b>	Experience of exercising initiative to resolve problems as they arise.	E
	Ability to take the initiative to question activities that may have the potential for innovation or cost-savings.	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.**