



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

Department/Division: The Marshall Institute

Accountable to: Institute Manager

| Competency | Criteria | E/D |
|---------------------------------|---|-----|
| Knowledge and Experience | <ul style="list-style-type: none"> Significant experience of working in a marketing role in an educational, business school or entrepreneurial context. | E |
| | <ul style="list-style-type: none"> Experience of designing and delivering marketing strategies, producing reports with recommendations for future direction, feeding into outreach plans, analysing data and identifying measures for success. | E |
| | <ul style="list-style-type: none"> Excellent IT skills- Microsoft Office including Word, Excel, Outlook, PowerPoint. | E |
| | <ul style="list-style-type: none"> Knowledge and experience of digital marketing, social media, SEO, email marketing, CRM software and other relevant marketing channels. | E |
| | <ul style="list-style-type: none"> Experience of writing for different audiences and editing digital content such as videos, images and podcasts | D |
| | <ul style="list-style-type: none"> Experience in organising online and in-person events that contribute to the strategic goals of an organisation | E |
| | <ul style="list-style-type: none"> Previous experience of brand development and/or brand management | E |
| | <ul style="list-style-type: none"> Previous experience of working in Higher Education or Business School or Entrepreneurship context | D |
| | <ul style="list-style-type: none"> Proven financial/budgetary experience | D |
| | <ul style="list-style-type: none"> Educated to degree level (or equivalent) | E |
| Communication | <ul style="list-style-type: none"> Experience in communicating effectively with internal and external users at all levels, both verbally and in writing. | E |
| | <ul style="list-style-type: none"> Ability to convey and present complex information in a meaningful and appropriate manner to a wide range of audiences – including prospective students, faculty and | E |



| | | |
|---------------------------------------|---|----------------------------|
| | <p>alumni.</p> <ul style="list-style-type: none"> • Ability to communicate with people in a professional and diplomatic manner • Experience of giving presentations | <p>E</p> <p>E</p> |
| Analysis and Research | <ul style="list-style-type: none"> • Data interpretation and analysis skills with proven evidence of turning analytic insights into business actions • Demonstrable capacity for strategic thinking and planning, along with an understanding of forecasting trends • Examples of establishing and maintaining effective systems of reporting | <p>E</p> <p>E</p> <p>E</p> |
| Liaison and Networking | <ul style="list-style-type: none"> • Ability to promote the portfolio of taught programmes through effective networking skills internationally and in the private and public sectors • Ability to liaise with internal and external contacts to further the aims of the programme and the Institute. • Ability to influence and negotiate in order to bring about change | <p>E</p> <p>E</p> <p>E</p> |
| Teamwork and Motivation | <ul style="list-style-type: none"> • Ability to function effectively in a team with other members of the • Institute/Department's administrative and academic staff. • Demonstrable ability to work pro-actively and creatively without direct supervision. | <p>E</p> <p>E</p> <p>E</p> |
| Planning and Organising | <ul style="list-style-type: none"> • Proven ability to manage multiple projects simultaneously and the ability to work to deadlines and on own initiative • Ability to manage a varied workload, and coordinate a range of tasks and activities, and to prioritise a range of tasks effectively to consistently meet deadlines. | <p>E</p> <p>E</p> |
| Service Delivery | <ul style="list-style-type: none"> • Proven experience of delivering excellent customer service. • An ability to work flexibly and work effectively to consistently meet deadlines. | <p>E</p> <p>E</p> |
| Problem Solving and Initiative | <ul style="list-style-type: none"> • Ability to adopt a proactive approach and use own initiative by suggesting new ways to market and promote the Institute's activities effectively. | <p>E</p> |



| | | |
|--|--|---|
| | <ul style="list-style-type: none">• A demonstrable ability to adopt a collaborative mindset and recognise when a problem should be referred. | 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.