

## **Person Specification**

This form lists the essential and desirable requirements needed in order to do the job.

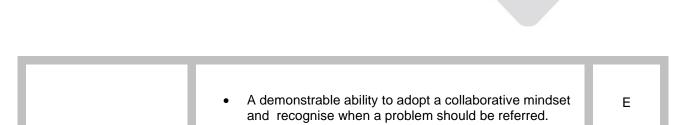
Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Marketing Manager

Competency	Criteria	E/D
Knowledge and Experience	Significant experience of working in a marketing role in an educational, business school or entrepreneurial context.	E
	<ul> <li>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.</li> </ul>	E
	Excellent IT skills- Microsoft Office including Word, Excel, Outlook, PowerPoint.	E
	<ul> <li>Knowledge and experience of digital marketing, social media, SEO, email marketing, CRM software and other relevant marketing channels.</li> </ul>	E
	Experience of writing for different audiences and editing digital content such as videos, images and podcasts	D
	Experience in organising online and in-person events that contribute to the strategic goals of an organisation	E
	Previous experience of brand development and/or brand management	E
	Previous experience of working in Higher Education or Business School or Entrepreneurship context	D
	Proven financial/budgetary experience	D
	Educated to degree level (or equivalent)	E
Communication	Experience in communicating effectively with internal and external users at all levels, both verbally and in writing.	E
	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

	Ability to communicate with people in a professional and diplomatic manner	E
	Experience of giving presentations	E
Analysis and Research	Data interpretation and analysis skills with proven evidence of turning analytic insights into business actions	E
	Demonstrable capacity for strategic thinking and planning, along with an understanding of forecasting trends	E
	Examples of establishing and maintaining effective systems of reporting	E
Liaison and Networking	Ability to promote the portfolio of taught programmes through effective networking skills internationally and in the private and public sectors	E
	Ability to liaise with internal and external contacts to further the aims of the programme and the Institute.	E
	Ability to influence and negotiate in order to bring about change	E
Teamwork and Motivation	Ability to function effectively in a team with other members of the	E
	<ul> <li>Institute/Department's administrative and academic staff.</li> </ul>	E
	<ul> <li>Demonstrable ability to work pro-actively and creatively without direct supervision.</li> </ul>	E
Planning and Organising	Proven ability to manage multiple projects simultaneously and the ability to work to deadlines and on own initiative	E
	<ul> <li>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.</li> </ul>	E
Service Delivery	Proven experience of delivering excellent customer service.	E
	An ability to work flexibly and work effectively to consistently meet deadlines.	Е
Problem Solving and Initiative	Ability to adopt a proactive approach and use own initiative by suggesting new ways to market and promote the Institute's activities effectively.	Е





E - Essential: requirements without which the job could not be done.
 D - Desirable: requirements that would enable the candidate to perform the job well.