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: Content Creator (International Strategy and Academic Partnerships)	
Department/Division: PAGE	**Accountable to:** Manager (Reputation, Engagement and Partnerships)

Competency	Criteria	E/D
Knowledge and experience	• Educated to degree level or equivalent	**E**
	• Professional qualification in marketing or communications related area	**D**
	• Experience of creating and reviewing accurate and effective website content	**E**
	• Knowledge of good practice in writing for the web and social media, including Plain English principles and excellent proof-reading skills	**E**
	• Experience of using Content Management Systems	**E**
	• Knowledge of the UK Higher Education sector	**E**
	• Knowledge of accessibility standards, copyright law, and GDPR compliance in digital content	**E**
	• Experience of setting, working to and delivering performance targets and KPIs	**E**
	• Knowledge and experience of growing social media presence in markets such as China, Southeast Asia, India, Africa and the Middle East	**D**
	• Experience of using Adobe Creative Cloud	**D**
	• Experience of using a CRM, ideally Salesforce	**D**
	• Experience of working across different countries, cultures and time zones	**D**

Capability and Skills	• Excellent storytelling skills with the ability to create engaging digital content	**E**
	• Strong project management and organisational skills, with the ability to meet deadlines	**E**
	• Ability to analyse multi-channel digital content performance and make recommendations for improvement based on insights	**E**
	• Able to extrapolate data and deliver regular performance reports that are relevant and informative both for the team and for senior leadership	**E**
	• Excellent photography skills; camera and smartphone capable	**E**
Communication	• Creative copywriting experience, with a knack for embodying a brand's voice and tone	**E**
	• Excellent writing skills ensuring that all external messaging aligns with LSE and PAGE's brand and tone of voice	**E**
	• Excellent attention to detail ensuring all published copy is accurate and error-free	**E**
	• Excellent interpersonal skills to be able to collaborate and communicate diplomatically with staff at all levels including staff at global partner universities	**E**
Teamwork and Motivation	• Strong organisational, planning and time management skills and the ability to work to deadlines and on own initiative	**E**
	• Collaborative and supportive team player	**E**
Other	• Flexibility to occasionally work outside usual hours if required to support a partnership event	**E**
	• Flexibility regarding days in the office based on events need, as mentioned above.	**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.