



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 Officer

Department/Division: Management

Accountable to: Marketing Manager

Competency	Criteria	E/D
1. Knowledge and Experience	Experience of working in direct marketing and communications, preferably in higher education	E
	Knowledge of producing targeted written copy for communication channels (including websites, brochures, social media) to effectively engage audiences	E
	Good working knowledge of Salesforce or another CRM software	E
	Experience of creating and delivering HTML email campaigns	E
	A proven ability to plan and deliver events, with exceptional organisational skills	E
	A track record in preparing marketing collateral (including print) and liaising with designers	E
	Excellent IT user skills (including MS Office applications)	E
	Educated to degree level or holds a relevant professional marketing qualification	D
2. Communication	Excellent written communication skills, with a track record of engaging audiences	E
	Excellent proof-reading skills and high attention to detail	E
	Ability to communicate clearly orally and in writing with a range of people at all level	E
3. Teamwork and Motivation	Ability to work as a supportive and proactive team member, as well as on own initiative with limited supervision	E



	Ability to work towards clear and shared objectives within a team	E
4. Liaison and Networking	The ability to liaise effectively and build positive working relationships with people at all levels, both within and outside LSE	E
	The confidence to represent the Department as an ambassador to external and internal stakeholders with professionalism	E
5. Service Delivery	A commitment to professionalism and the delivery of high service and client satisfaction levels, both internally and externally	E
	The ability to collate and communicate accurate information and data	E
6. Planning and Organising Resources	Exceptional content planning and event organisational skills	E
	The ability to manage projects effectively to deliver objectives	E
	The ability to manage a busy and varied workload and to prioritise effectively	E
7. Decision Making and Problem Solving	The ability to use initiative in problem-solving and deal effectively with urgent organisational or communications issues, referring up where necessary	E
	An innovative approach, with the ability to make recommendations to operational plans	E
8. Investigation, Research and Analysis	The ability to analyse and produce reports on performance of marketing activities	E
	A proactive approach to monitoring industry trends to inform campaign planning	D

E – Essential: requirements without which the job could not be done.

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