



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: Department of Management

Accountable to: Head of Marketing and External Relations

Competency	Evidence	E/D
1. Knowledge and Experience	Substantial experience of marketing and/or student recruitment in the Higher Education sector	E
	Experience of marketing and student recruitment for Executive programmes	D
	Experience of developing and implementing effective data-led student recruitment strategies in a diverse and complex organisation	E
	Strong campaign management skills, with evidence of utilising data and market intelligence, brief writing, agency management and tracking and reporting	E
	Experience of designing and delivering events that contribute to the strategic goals of an organisation	E
	Previous experience of brand development and/or brand management	E
	Excellent IT user skills, including knowledge and experience of utilising CRM and CMS systems, HTML coding and Adobe InDesign and Photoshop	E
	Relevant degree in Business Studies or in a discipline with a strong marketing focus or relevant professional qualification such as a	D



	Diploma or Chartered Institute of Marketing	
2. Communication	Excellent written and oral communications and presentation skills	E
	Extensive experience of copywriting and editing for different audiences/media and exceptional proofreading skills	E
3. Strategic planning, analysis and research	Outstanding data interpretation and analysis skills, with proven evidence of turning analytic insights into business actions	E
	Demonstrable capacity for strategic thinking and long term planning, along with a proven understanding of forecasting trends and creating targets in respects of the UK/EU and International Higher Education market	E
	Examples of establishing and maintaining effective systems of reporting	E
4. Teamwork and Motivation	Proven ability to manage multiple projects simultaneously and the ability to work to deadlines and on own initiative	E
	Experience of motivating a team, with proven people management skills	E
	Experience of line management, and setting and achieving clear objectives within a team	E
5. Liaison and Networking	Ability to influence and negotiate in order to bring about change	E
	Ability to build long lasting relationships with colleagues and stakeholders across the organisation and externally	E
6. Service delivery	A commitment to professionalism and the delivery of high service and client satisfaction levels, both internally and externally	E
7. Planning and organising resources	Demonstrable experience of preparing and managing budgets and of operating within these bounds	E
	Experience of writing comprehensive marketing plans	E
8. Decision Making and Problem Solving	A proactive approach to solving problems and experience of assessing the best strategy to solve a problem	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.

September 2018