



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: Online Events Marketing Manager

Department/Division: Communications
Accountable to: Head of Events

Competency	Criteria	E/D
Communication	Experience in communicating effectively with internal and external users at all levels, both verbally and in writing.	E
	Ability to convey and present information in a meaningful and appropriate manner.	E
	Ability to draft invitation letters and other communications to potential speakers on behalf of senior managers.	E
	Experience in communicating effectively with internal and external users at all levels, both verbally and in writing.	E
	Ability to convey and present information in a meaningful and appropriate manner.	E
Teamwork and motivation	Self-motivated and able to work under own initiative	E
	Motivate a team including adaption to changing circumstances (deliverables, technology, regulations, etc)	E
	Leadership of staff outside immediate chain of management	E
	Ability to communicate well with other staff.	E
	A flexible, helpful and positive attitude.	E
Liaison and networking	Ability to establish effective working relationships with colleagues across an organisation and with external agencies	E



<p>Service delivery</p>	<p>Proven ability to successfully manage projects to a desired outcome, within budget and deadlines</p> <p>Experience briefing and managing third party suppliers</p> <p>A high level of accuracy and attention to detail</p> <p>Ability to provide and maintain a prompt, efficient and high level of service to internal and external users.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
<p>Initiative and problem solving</p>	<p>Ability to think creatively and bring new ideas which meet the changing needs of the organisation and its members</p> <p>Resolution of problems when an immediate solution is not apparent</p> <p>Ability to exercise initiative when handling problems or queries, and knowing when to refer them to a colleague or manager.</p> <p>Proven ability to make constructive operational recommendations to the line manager and other senior staff for the improvement of the organisation and delivery of events.</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
<p>Planning and organising resources</p>	<p>Proven ability to plan, prioritise and manage a demanding and varied workload with competing priorities</p> <p>Contribution to divisional and organisational planning and strategy</p> <p>Expertise in using web analytic tools.</p>	<p>E</p> <p>E</p> <p>D</p>
<p>Knowledge and experience</p>	<p>Educated to degree level or equivalent work experience.</p> <p>Experience managing a major project including strategy, planning and evaluation.</p> <p>Experience working in higher education.</p> <p>Experience of organising large scale events such as public lectures and conferences.</p> <p>Advanced working knowledge in the use of</p>	<p>D</p> <p>E</p> <p>D</p> <p>D</p> <p>E</p>



	a range of IT – particularly Microsoft Office packages such as Word, Excel, Powerpoint and Outlook.	
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E – Essential: Requirements without which the job could not be done.

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