



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



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



	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.