



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: Head of Digital	
Division: Communications Division	Accountable to: Director of Communications and Public Affairs
Criteria	E/D
Knowledge and experience: Record of substantial achievement in digital communications in either commercial, public, not-for-profit, or digital agency environment	E
Experienced in planning and managing both large and small digital projects, often involving multiple delivery teams and/or multi-disciplinary delivery teams.	E
In-depth knowledge of the complete digital development cycle from discovery through to technical development and implementation	E
Good knowledge of Higher Education, both in the UK and globally and well-versed in the impact of digital within HE	D
Educated to degree level or equivalent	E
Communication: Excellent communications, presentation and influencing skills and knowledge of digital communications best practice	E
Strong influencing and negotiation skills, with an ability to communicate technical information to a non-technically minded audience	E
Expert knowledge of creating compelling user experience narratives and be able to communicate these clearly and assertively to stakeholders	E
Communication skills of the highest order in written and oral English	E
Teamwork and motivation: Strong leadership skills and the ability to juggle multiple projects whilst still guiding and developing a digital team	E
Experience of leading a multi-disciplined team and nurturing individuals with diverse skill sets	E
Ability to operate collegially in a matrix structure	E



<p>Liaison and networking: Ability to keep up to date with digital innovation and market trends</p> <p>Ability to build and use effective relationships with a decentralised academic and professional services community</p> <p>Ability to build relations of trust with senior management on all matters relating to digital strategy or delivery</p> <p>Ability to build and use effective external networks in the areas of digital design, user experience and technology and represent to School's digital interests among its peers</p>	<p>E</p> <p>E</p> <p>E</p> <p>E</p>
<p>Service delivery: Extensive experience of devising and implementing digital strategies from discovery through to delivery</p> <p>Experience of designing and delivering quantitative and qualitative research initiatives (depth interviews, online surveys and focus groups) as part of continuous improvement or user experience discovery</p> <p>Demonstrable experience of working on web, mobile, apps, intranet and e-commerce and digital transformation projects</p> <p>Demonstrable experience of creating engaging creative content for digital marketing channels</p> <p>Demonstrable experience of developing strong, cohesive, coherent and evolving brand presence across a complex digital real estate</p> <p>Ability to deliver heavy workload under sustained pressure and to make critical decisions relating to project scope, timing and budget of digital projects</p>	<p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p>
<p>Decision making: Ability to make commercial decisions on the value (tangible or intangible) of strategic digital initiatives or projects and express these decisions with clarity and logic</p> <p>Experience of providing first-rate judgement on all issues of professional and managerial concern</p>	<p>E</p> <p>E</p>
<p>Planning and organising resources: Experienced in planning and managing both large and small digital projects, often involving multiple delivery teams and/or multi-disciplinary delivery teams.</p> <p>Ability to manage cash budgets</p>	<p>E</p> <p>E</p>

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

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