



## 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 Project Manager

**Department/Division:**

Communications

**Accountable to:**

Head of Corporate Marketing

Competency (HERA)	Evidence	E/D
Communication	Advanced communication skills and the ability to convey complex information clearly and concisely	E
	Excellent copywriting and editing skills	E
	Confident using digital tools to communicate with stakeholders	E
	Able to identify the best medium to translate information to different audiences	E
	Experience working with brands and brand guidelines	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
Liaison and networking	Ability to establish effective working relationships with colleagues across an organisation and with external agencies	E
	Experience acting as a brand advocate within a federated structure	D
Service delivery	Proven ability to successfully manage projects to a desired outcome, within	E



	budget and deadlines	
	Experience briefing and managing third party suppliers	D
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
Planning and organising resources	Ability to plan, run, develop and evaluate multiple parallel projects on-time and to budget	E
	Contribution to divisional and organisational planning and strategy	E
	Strong understanding of accessibility and usability	D
	Expertise in using web analytic tools	D
Knowledge and experience	Educated to degree level or equivalent work experience	E
	Experience managing a major project including strategy, planning and evaluation	E
	Expertise in using social media and social media management systems	D
	Experience working in higher education	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.**