



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 & Student Experience Administrator

Department/Division: School of Public Policy Accountable to: Student Recruitment Manager

Competency	Criteria	E/D
Knowledge and experience	Experience of working in a busy administrative environment within Higher Education, working with faculty and students	E
	Experience of planning and managing events	E
	Experience of managing digital communications such as newsletters, social media platforms and promotional content	E
	An advanced working knowledge of Microsoft software such as Word, Excel, Outlook; and the ability to effectively use specialist IT systems	E
	Educated to degree level or equivalent	D
	Experience of using web management and/or virtual learning environment design software	D
Communication	Excellent verbal and written skills and the ability to communicate effectively and confidently to a variety of audiences	E
	Ability to understand and convey complex information in a clear, professional and accurate manner, both in writing and verbally.	E
Planning and organising resources	Evidence of planning and organising own workload, prioritising multiple tasks and maintain attention to detail	E
	Ability to maintain records effectively and accurately	E
Teamwork and motivation	Ability to work with limited supervision and use own initiative	E
	Ability to maintain a collaborative and constructive approach to teamwork.	E
	An interest in public policy	D



Service Delivery	<p>Proven commitment and ability to provide a consistently high standard of service to internal and external customers.</p> <p>Demonstrating particular enthusiasm for student experience and engagement.</p> <p>Ability to proactively assess, develop and improve existing processes</p> <p>Proven accuracy and attention to detail</p>	<p>E</p> <p>D</p> <p>E</p> <p>E</p>
Initiative and problem solving	<p>Ability to use initiative to solve problems with flexibility, timeliness and sensitivity, and to recognise when a problem should be referred</p> <p>An ability to build and develop a body of specialised knowledge in a particular area</p>	<p>E</p> <p>E</p>
Liaising and Networking	<p>Experience of building and developing networks with internal and external contacts</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.