

**PERSON SPECIFICATION**  
**Marketing Officer (FASS) – Marketing, External Relations**  
**Vacancy reference: 0189-24**

<b>Criteria</b>	<b>Essential/ Desirable</b>	<b>Application Form / Supporting Statements/ Interview *</b>
A degree, professional qualification or equivalent experience in marketing.	Essential	Application Form/ Interview
Demonstrable experience of delivering effective marketing campaigns that meet strategic objectives.	Essential	Supporting Statements/ Interview
In depth understanding of digital marketing techniques and platforms.	Essential	Supporting Statements/ Interview
Experience of managing the production of engaging content, including commissioning and overseeing others to produce content.	Essential	Supporting Statements/ Interview
Experience of copywriting to a professional standard for print and/or digital channels.	Essential	Supporting Statements/ Interview
An understanding of the regulatory framework covering marketing (eg, accessibility, CMA, ASA, GDPR, etc.).	Desirable	Supporting Statements/Interview
Experience of monitoring and analysing data, statistics and performance measurements related to marketing activities, including evaluating ROI and making recommendations for future campaign strategy.	Essential	Supporting Statements/ Interview
Experience of managing campaign budgets, allocating resource effectively to meet objectives.	Desirable	Application Form/ Interview
Experience of managing staff, interns or student ambassadors and the ability to enthuse, motivate and coach others to achieve objectives.	Desirable	Supporting Statements/ Interview
Highly effective communication skills with an ability to persuade colleagues and external stakeholders, including the ability to bring together and co-ordinate colleagues not in the role's direct sphere of influence.	Essential	Interview
Ability to work both independently and in a team, and manage a busy workload with competing demands.	Essential	Supporting Statements/ Interview
Flexible approach to work patterns including the ability to work occasional evening or weekends where required.	Essential	Interview
Excellent digital skills and knowledge of relevant IT packages including Microsoft Word, Excel and Outlook.	Essential	Application Form
Experience of design packages, basic video editing, html and CMS experience would be an advantage.	Desirable	Application Form
A passion for marketing and content development, with a commitment to ongoing personal development and training.	Essential	Interview

Experience of working in higher education with an awareness of wider University/HE issues affecting student recruitment.	Desirable	Supporting Statements/ Interview
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- **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence eg award of a qualification. Will be “scored” as part of the shortlisting process.
- **Supporting Statements** - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- **Interview** – assessed during the interview process by either competency based interview questions, tests, presentation etc.