**PERSON SPECIFICATION  
Head of Portfolio Marketing**

**Marketing Office, External Relations**

**Vacancy Ref: 0334-24**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Essential/Desirable** | **Application Form/ Supporting Statements/ Interview** |
| Educated to degree level or equivalent experience with demonstrable marketing experience at a strategic level. | Essential | Application Form |
| Experience of product and portfolio development, including approval processes. | Essential | Application Form, Supporting  Statements/ Interview |
| Demonstrate effective use of marketing tactics, including go-to-market planning, to manage an overall portfolio to achieve high-level objectives within a complex organisation. | Essential | Application Form, Supporting  Statements/ Interview |
| Evidence of highly developed strategic planning and project management skills, with experience of leading successful large-scale projects to achieve departmental and institutional strategic goals. This will include writing business cases/proposals, data manipulation and analysis, holistic planning, objective setting, budgeting and planned evaluation. | Essential | Supporting Statements/Interview |
| Proven ability to use an evidence-led approach for decision-making and planning; demonstrating value for money and ensuring objectives are met and activity evaluated, along with the ability to amend priorities at pace within a demanding environment. | Essential | Application Form, Supporting  Statements/ Interview |
| Proven experience of successful leadership and team management demonstrated through goal setting and evaluation, and by supporting and inspiring others to develop and excel, along with the ability to work with a high level of autonomy. | Essential | Application Form, Supporting  Statements/ Interview |
| Evidence of strong communication skills with experience of building effective relationships, persuading and influencing stakeholders at all levels to achieve results. | Essential | Supporting Statements/ Interview |
| Experience of successful product marketing in an internationally competitive market. | Desirable | Application Form, Supporting  Statements/ Interview |
| Knowledge of digital technologies for developing innovative learning products such as distance learning, micro-credentials and short/CPD programmes. | Desirable | Supporting  Statements/ Interview |
| A good understanding of the competitive higher education sector, with knowledge of current issues and policies affecting higher education, and in particular student recruitment, portfolio development and marketing. | Desirable | Supporting Statements/Interview |
| CIM or equivalent marketing qualification. | Desirable | Application Form |

* **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 e.g. 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.