

**PERSON SPECIFICATION**

**Marketing Coordinator (Copy and Content) – Marketing Office, External Relations**

**Vacancy Ref: 0497-24**

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| **Criteria** | **Essential/ Desirable** | **\* Application Form/ Supporting Statements/ Interview** |
| Relevant qualification or equivalent experience of content creation | Essential | Application Form/Supporting Statements |
| Significant experience of copywriting and proofreading for print and digital channels | Essential | Supporting Statements/Interview |
| Ability to tailor approaches of content creation for different audiences/personas and formats/channels | Essential | Supporting Statements/Interview |
| Close attention to detail and a high level of accuracy in all areas of work | Essential | Application Form/Interview Test |
| Good communication skills, including the ability to present information in an appropriate format to internal and external stakeholders | Essential | Application Form/Interview |
| Excellent organisational skills and experience of effectively prioritising workloads to meet competing deadlines | Essential | Interview |
| Ability to work independently and in a team and have a flexible approach to work | Essential | Interview |
| Flexible approach to work patterns including the ability to work occasional evening or weekends where required | Essential | Interview |
| Excellent knowledge of relevant IT packages including Microsoft Word, Excel and Outlook. | Essential | Application form/Interview |
| Experience of interpreting creative briefs and delivering on project objectives | Desirable | Supporting Statements/  Interview |
| Experience of monitoring and analysing data, statistics and performance measurements related to marketing activities | Desirable | Supporting Statements/  Interview |
| Experience of using content management systems, email marketing software or customer relationship management (CRM) systems | Desirable | Application Form/Supporting Statements |
| A commitment to ongoing personal development and training | Essential | Application Form/Interview |
| Experience of working in higher education with an awareness of wider University/HE issues affecting student recruitment and marketing | Desirable | Supporting Statements/  Interview |

* **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.