

# PERSON SPECIFICATION

**Campaigns Manager – Marketing Office**

**Vacancy Ref:**

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| **Criteria** | **Essential/ Desirable** | **Application Form / Supporting Statements/**  **Interview \*** |
| A degree, professional qualification or equivalent experience in marketing. | Essential | Application Form/ Interview |
| Significant experience of delivering integrated, multi-channel, paid advertising campaigns that meet strategic objectives. | Essential | Supporting Statements/  Interview |
| Significant experience of developing communication plans that incorporate meaningful personalisation and audience segmentation. | Essential | Supporting Statements/  Interview |
| In depth understanding of digital marketing techniques, platforms and content strategies. | Essential | Supporting Statements/  Interview |
| Significant experience of producing engaging marketing content and assets, including briefing and overseeing others to produce content. | Essential | Supporting Statements/  Interview |
| Experience of copywriting and proof reading at a professional standard for print and/or digital channels. | Essential | Application Form/ Interview |
| An understanding of the regulatory framework covering marketing (eg, accessibility, GDPR, CMA, ASA, etc.). | Essential | Interview |
| Ability to analyse and interpret data and insight to make sound business recommendations. | Essential | Interview |
| Proven experience of successful team and project management demonstrated through goal setting and evaluation, along with the ability to work with a high level of autonomy. | Essential | 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 | Interview |
| A flexible approach to work patterns including the ability to work  occasional evening or weekends where required. | Essential | Interview |
| Experience of using marketing tech such as CRMs and content management systems. | Desirable | Application Form/ Interview |
| Experience of managing campaign budgets, allocating resource effectively to meet objectives. | Desirable | Application Form/ Interview |
| Experience of student recruitment marketing within a higher education context. | 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.