

**PERSON SPECIFICATION**

**Marketing Communications Coordinator**

**Communications Office, External Relations**

**Vacancy Ref: 1290-24**

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| **Criteria** | **Essential/ Desirable** | **\* Application Form/ Supporting Statements/ Interview** |
| Relevant qualification or equivalent experience of marketing or business to consumer (B2C) communications. | Essential | Application Form/Supporting Statements/Interview |
| Experience of copywriting and proofreading for print and digital with the ability to tailor approaches for different audiences/personas. | Essential | Application Form/Supporting Statements/Interview Test |
| Understanding of email marketing tactics and best practice. | Desirable | Supporting Statements/  Interview |
| Experience of monitoring and analysing data, statistics and performance measurements related to marketing or communications. | Desirable | Supporting Statements/  Interview |
| Close attention to detail and a high level of accuracy in all areas of work. | Essential | Application Form/Interview Test |
| Excellent communication skills, including the ability to present information in an appropriate format to internal and external stakeholders. | Essential | Supporting Statements/Interview |
| Excellent organisational skills and experience of effectively prioritising workloads to meet competing deadlines. | Essential | Supporting Statements/Interview |
| Ability to work both independently and as part of a team. | Essential | Supporting Statements/  Interview |
| Flexible approach to work patterns including the ability to work occasional evening or weekends where required. | Essential | Interview |
| Commitment to ongoing personal development and training. | Essential | Interview |
| Excellent knowledge of standard IT packages including Microsoft Word, Excel and Outlook. | Essential | Application form/Interview |
| Experience of html email design, CRM systems, email marketing software, and photo-editing and design software. | Desirable | Application form/Supporting Statements |
| 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.