

**PERSON SPECIFICATION: Marketing Communications Coordinator**

**INFORMATION FOR APPLICANTS:** Below are the skills, knowledge, and competencies we need for this role, categorised as either essential or desirable. The final column shows where the hiring team will look for your examples to demonstrate that you're a suitable fit for this position. Further advice and guidance is available here: <https://www.lancaster.ac.uk/jobs/how-to-apply/>

| Skills, knowledge, and competencies needed for this role.                                                                                                                                                                                                                                                                     | Essential <sup>#</sup> or Desirable | This is where we will look for your examples that help understand if you are right for this role.* |
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| Relevant qualification or equivalent experience of marketing or business to consumer (B2C) communications.                                                                                                                                                                                                                    | Essential                           | Application form, uploaded CV and covering letter; and interview.                                  |
| Experience of copywriting and proofreading for print and digital with the ability to tailor approaches for different audiences/personas.<br><br><i>Use the supporting statement text box to provide an overview of your copywriting and proofreading experience, and provide relevant examples.</i>                           | Essential                           | Application form and uploaded CV and covering letter; supporting statements; interview; and test.  |
| Understanding of email marketing tactics and best practice.<br><br><i>Use the supporting statement text box to outline your understanding of email marketing tactics and best practice and how you continue to develop your knowledge of this area.</i>                                                                       | Essential                           | Supporting statements; interview; and test.                                                        |
| Close attention to detail and a high level of accuracy in all areas of work.                                                                                                                                                                                                                                                  | Essential                           | Application form and uploaded CV and covering letter; and test.                                    |
| Experience of monitoring and analysing data, statistics and performance measurements related to marketing or communications.<br><br><i>Use the supporting statement text box to provide examples of when you have monitored and analysed data, statistics and measures to inform decision-making or make recommendations.</i> | Essential                           | Application form and uploaded CV and covering letter; supporting statements; and interview.        |

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| <p>Excellent communication skills, including the ability to present information in an appropriate format to internal and external stakeholders.</p> <p><i>Use the supporting statement text box to provide examples of when you have presented information (through written reports, presentations and any other formats) to stakeholders.</i></p> | Essential | Application form and uploaded CV and covering letter; supporting statements; and interview. |
| <p>Excellent organisational skills and experience of effectively prioritising workloads to meet competing deadlines.</p>                                                                                                                                                                                                                           | Essential | Application form and uploaded CV and covering letter; and test.                             |
| <p>Ability to work both independently and as part of a team.</p> <p><i>Use the supporting statement text box to provide examples of when you have worked independently and when you have worked as part of a team. Outline your role in the team, what you brought to the team, and how you contributed to the final output.</i></p>               | Essential | Application form and uploaded CV and covering letter; supporting statements; and interview. |
| <p>Commitment to ongoing personal development and training.</p>                                                                                                                                                                                                                                                                                    | Essential | Application form and uploaded CV and covering letter; and interview.                        |
| <p>Excellent knowledge of standard IT packages including Microsoft Word, Excel and Outlook.</p>                                                                                                                                                                                                                                                    | Essential | Application form and uploaded CV and covering letter; and interview.                        |
| <p>Experience of html email design, CRM systems or email marketing software.</p> <p><i>Use the supporting statement text box to outline your html email design, CRM systems or email marketing software. Provide examples of email campaigns you have delivered.</i></p>                                                                           | Desirable | Application form and uploaded CV and covering letter; and supporting statements.            |
| <p>Knowledge of relevant legislation and guidance, including from the CMA, ASA, GDPR, UCAS and OfS.</p> <p><i>Use the supporting statement text box to provide an overview of your understanding of the relevant legislation and guidance.</i></p>                                                                                                 | Desirable | Supporting statements; and interview.                                                       |

**#Essential** - if you do not effectively demonstrate you have this skill, knowledge, or competency we will not be able to shortlist you. Please give detailed answers to provide us with examples.

**\*Application Form and uploaded CV and covering letter** – assessed against the first page of the Application Form and your uploaded curriculum vitae (CV, resume) and letter of support. Normally this section is used to evaluate factual elements such as an award of a qualification. This element will be scored as part of the shortlisting process.

**\*Supporting Statements** – you will be asked to provide a statement in the online portal to demonstrate how you meet the criteria. Please give detailed answers to show you have the skills, knowledge or competency. The response will be scored as part of the shortlisting process to help us determine which candidates to invite to interview. Examples of how to structure your answer is available: <https://www.lancaster.ac.uk/jobs/how-to-apply/>

**\*Interview** – you will be asked about this topic if you are invited to an interview. We may ask questions using examples from your current work history or ask you to think about how you'd respond to an example work-related situation.

**\*Test** - We might ask you to undertake a skills test, but you will be given some notice if this is the case.