

**PERSON SPECIFICATION**  
**Marketing Coordinator – Marketing, Communications & Marketing**  
**Vacancy Ref: N1835**

Criteria	Essential/ Desirable	Application Form / Supporting Statements/ Interview *
Educated to A level standard or equivalent qualification/experience, in marketing, recruitment or a related discipline	Essential	Application Form/ Interview
Previous experience of working in a marketing (or related area) and of developing relevant activities and promotional material	Essential	Supporting Statements/ Interview
Highly effective communication skills with an ability to persuade colleagues and external stakeholders	Essential	Supporting Statements/ Interview
Experience of building long term and sustainable relationships with key stakeholders	Essential	Supporting Statements
Understanding of digital marketing and how this can be applied to student recruitment	Essential	Supporting Statements/ Interview
The ability to present information in an accurate and appropriate format to a variety of audiences	Essential	Application Form/ 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. Experience of design packages and html experience would be an advantage.	Essential	Application form/ Interview
Experience of monitoring and analysing data, statistics and performance measurements related to marketing activities	Essential	Supporting Statements/ Interview
Commitment to ongoing personal development and training	Desirable	Interview
Experience of working in Higher Education with an awareness of wider University/HE issues affecting student recruitment	Desirable	Supporting Statements/ Interview

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- **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.