

PERSON SPECIFICATION
Head of Campaigns / Deputy Head of Marketing
Ref: A2705

Criteria	Essential/ Desirable	Application Form/ Supporting Statements/ Interview *
Educated to degree level with or equivalent experience.	Essential	Application Form
Relevant and demonstrable experience at a management level of the development and delivery of successful brand and marketing campaign plans in a complex organization.	Essential	Application Form/ Supporting Statements/ Interview
Ability to influence and work with colleagues not under the postholder's direct control to support and promote own areas of responsibility.	Essential	Supporting Statements/ Interview
Experience of managing marketing campaigns working with external suppliers and agencies to provide cost-effective solutions and services.	Essential	Application Form/ Supporting Statements/ Interview
A good understanding of the competitive Higher Education Sector, with an appreciation of the implications of Government policy on an organisation's objectives.	Essential	Supporting Statements/ Interview
Proven experience of successfully line managing staff, leadership and team-working skills, setting and achieving high standards, supporting and inspiring others to develop and excel.	Essential	Application Form/ Supporting Statements/ Interview
Experience of identifying and analysing issues and data, developing creative and effective solutions to problems and challenges using a range of marketing tactics.	Essential	Supporting Statements/ Interview
Experience of creating content plans to include a range of digital channels and content types	Essential	Supporting Statements/ Interview
Experience of successful marketing in an internationally competitive market.	Desirable	Application Form/ Supporting Statements/ Interview
Demonstrate effective use of marketing strategies to manage an overall portfolio to achieve high level objectives.	Desirable	Application Form/ Supporting Statements/ Interview
Experience of working in the Higher Education Sector.	Desirable	Application Form/ Supporting Statements/ Interviews
Significant experience of brand development and reputation enhancement in a national and internationally competitive environment.	Desirable	Application Form/ 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.