

**PERSON SPECIFICATION**  
**Global Engagement Officer**  
**Vacancy Ref: A3296**

Criteria	Essential/ Desirable	Application Form / Supporting Statements/ Interview *
Demonstrable experience of creating and delivering effective digital communications plans.	Essential	Supporting Statement/ Application Form/ Interview
Experience of working with academic research, technical or product content as the basis for creating engaging digital content for target audiences.	Essential	Supporting Statement/ Application Form/ Interview
Experience of influencing across teams and gaining the trust and buy-in of key stakeholders.	Essential	Supporting Statement/ Application Form/ Interview
Experience of using multiple social media networks in order to engage key stakeholders and experience of delivering digital campaigns using social (organic and paid), and email.	Essential	Application form, Interview
Experience of measuring the reach, impact and engagement of campaigns and using this to refine the future approaches.	Essential	Application Form/ Interview
Experience of working with colleagues and external suppliers to execute marketing /communications/ content activities, including agreeing prices and time frames for outsourced work.	Desirable	Application Form/ Interview
Experience of resource or budget management responsibility.	Desirable	Application Form/ 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 e.g. 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