

**PERSON SPECIFICATION**

Product Development Officer (FASS) - Marketing Office, External Relations

**Vacancy Ref:** TBC

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| **Criteria** | **Essential/ Desirable** | **\* Application Form/ Supporting Statements/ Interview** |
| Educated to degree level and/or substantial experience in a research related role. | Essential | Application Form |
| Demonstrable experience of delivering qualitative and/or quantitative research projects from either client or agency perspective. | Essential | Supporting Statements/Interview |
| Experience of translating data into actionable insight and recommendations for use by a range of audiences. | Essential | Supporting Statements/Interview |
| Strong communication, negotiation and networking skills and the ability to initiate and navigate relationships with stakeholders at all levels (internally and externally). | Essential | Supporting Statements/Interview |
| Demonstrable experience in influencing and working co-operatively across organisational boundaries to achieve shared goals. | Essential | Interview |
| Able to work in a team and to enthuse and motivate others, achieving results through others without using line management authority. | Essential | Interview |
| Strong skills across MS Office with advanced MS Excel. | Essential | Application Form/Supporting Statements |
| Demonstrable skills and experience in one or more of the following (or their equivalent): Python, Google Analytics, Tableau, SPSS, Qualtrix. | Desirable | Supporting Statements/Interview |
| Experience working in the HE sector and/or an awareness of wider University/HE issues affecting student recruitment and marketing | 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 as part of their application 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.