

PERSON SPECIFICATION

Recruitment, Conversion and Marketing Coordinator

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| **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 |
| Previous experience of working in a marketing, student recruitment or events related capacity and of meeting agreed goals and objectives | Essential  | Supporting Statement |
| Experience of writing content for a range of audiences. For example; marketing materials, web content, reports | Essential  | Supporting Statement  |
| Highly effective communication skills with an ability to build relationships with colleagues and external stakeholders | Essential | Supporting Statement/ Interview |
| Experience of successfully organising, managing and delivering events for a high number of visitors | Desirable | Supporting Statement/ Interview |
| Understanding the student recruitment journey/process and how this can be effectively measured | Essential | Supporting Statement/Interview |
| The ability to present information in an accurate and appropriate format to a variety of audiences | Essential | Interview |
| Ability to work independently and in a team and have a flexible approach to work including evening and/or weekends where required  | Essential | Interview |
| Sound knowledge of relevant IT packages including Microsoft Word, Excel and Outlook | Essential | Application form |
| Experience of working in Education with an awareness of wider University/issues affecting student recruitment | Desirable | Supporting Statement/ Interview |
| Experience of monitoring and analysing data, statistics and performance measurements related to events or activities | Desirable | Application form |
| Experience of using a Customer Relationship Management System  | Desirable  | Application form |

* **Application Form** – assessed against the application form and curriculum vitae. Evidence will be scored as part of the shortlisting process.
* **Supporting Statement** – assessed against additional information provided by the candidate. Evidence will be scored as part of the shortlisting process.
* **Interview** – assessed during the interview process by competency-based interview questions.