

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Digital Communications Officer

Department: Marketing and Communications

	Essential	Desirable	Tested by (Application form, Interview, Test)
Knowledge, Education, Qualifications and Training			
Educated to degree level or equivalent	x		Application Form
Skills and/or Abilities			
Understanding of the marketing mix and the place of websites within it	x		Application Form / Interview
Ability to demonstrate excellent written and verbal communication skills.	x		Interview / Test
Demonstrable commitment to maintaining up-to-date knowledge on emerging digital technologies and trends in audience behaviour.	x		Interview
Ability to demonstrate excellent attention to detail.	x		Application Form / Test
Ability to demonstrate excellent teamwork, collaborative and persuasive skills.	x		Application Form / Interview
Demonstrable ability to prioritise workloads, use initiative and manage deadlines.	x		Application Form / Interview
Ability to work independently and as part of a committed team.	x		Interview
Experience			
Experience of creating and maintaining dynamic, user-focused content for websites and other digital channels within a professional communications/marketing environment.	x		Application Form / Interview / Presentation
Experience of using content management systems.	x		Application Form / Interview
Experience of personally creating engaging, multimedia content for digital channels including: video, photography and infographics.	x		Application Form / Interview
Experience of creating and delivering best practice materials relating to digital communications such as presentations, screencasts and documentation		x	Application Form / Interview
Experience of using analytics or insights to inform colleagues and digital communications activity.		x	Application Form / Interview
Experience of creating and maintaining social media channels.		x	Application Form / Interview
Knowledge of processes around academic course development in Higher Education.		x	Application Form / Interview
Other requirements			
Ability to work beyond normal working hours when required	x		Interview
Enthusiasm to participate in personal development	x		Interview