



PERSON SPECIFICATION

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

Job Title: Head of Marketing (Maternity Cover)

Department: Marketing and Communications

	Essential	Desirable	Tested by (Application form, Interview, Test)
Knowledge, Education, Qualifications and Training			
First degree or equivalent professional qualification e.g CIM	X		Application form
Skills and/or Abilities			
Personal leadership and integrity	X		Interview
Excellent verbal and written communication skills	X		Interview
Strong negotiation, diplomacy and stakeholder management skills	X		Interview
Highly confident managing multiple workstreams, and able to work under pressure	X		Interview
Proactive, positive and enthusiastic approach	X		Interview
Very organised with strong attention to detail	X		Interview
Commitment to providing outstanding levels of customer service	X		Interview
Experience			
Extensive experience of working in a communications or marketing environment	X		Application form
Track record of planning and delivering successful communication strategies and supporting plans, ideally with a focus on external engagement	X		Application form, interview
Evidence of experience in adopting an integrated campaign-led and digital first approach	X		Application form, interview
Evidence of experience in developing frameworks to effectively ensure the integrity of a brand	X		Application form, interview
Experience in developing effective measurement and reporting mechanisms to identify trends and insights and applying these to shape and develop future activity	X		Application form, interview
Evidence of considerable experience / knowledge of the following: budget management, design and print production, digital content creation, content management systems	X		Application form, interview
Experience in managing multiple stakeholders with complex and sometimes conflicting agendas	X		Application form, interview
Experience of managing budgets and resources to deliver maximum value for money	X		Application form
Experience of leading and line managing a high performing team	X		Interview
Experience of placing or managing paid advertising campaigns		X	Application form
Knowledge of the issues and trends facing the Higher Education sector in the UK in relation to student recruitment		X	Application form
Other requirements			
Willingness to be flexible, including working beyond normal working hours where necessary	X		Application form, interview