

PERSON SPECIFICATION

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

Job Title: Senior Marketing Campaigns Officer **Department: Marketing and Communications**
(Student Recruitment)

	Essential	Desirable	Tested by (Application form, Interview, Test)
Knowledge, Education, Qualifications and Training			
Educated to degree level OR relevant professional qualification	X		Application form
Experience			
Experience of working in a marketing and communications environment	X		Application form, interview
Track record of developing and delivering communications and marketing plans informed by data insights and metrics	X		Application form, test, interview
Experience of developing creative and engaging content, including creating adcopy	X		Application form, test, interview
Experience of working on digital advertising campaigns, including social media and Google Search	X		Application form, interview
Advanced Microsoft Excel skills	X		Test
Experience of working with data sources to segment, analyse and evaluate key trends.	X		Test
Proven ability to advise on the effectiveness of campaign activity, providing recommendations based on data-led insight	X		Test
Experience of communicating effectively with different audiences, particularly in writing	X		Test
Experience in using email marketing systems and/or digital marketing platforms and databases	X		Application form, interview
Skills and/or Abilities			
Knowledge of the information needs and communication preferences of all categories of prospective students		X	Interview
Able to manage multiple projects and workstreams	X		Interview
Able to work as part of a high performing team	X		Interview
Able to analyse and interpret complicated data sets	X		Test
Very organised with a strong attention to detail	X		Interview
Excellent numeracy, verbal and written communication skills	X		Interview, test
Other requirements			
Willingness to work occasional overtime and weekends during peak times in the admissions and recruitment cycle	X		Application form