



PERSON SPECIFICATION

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

Job Title: Postgraduate Student Recruitment Marketing Manager **Department: Marketing and Communications**

| | Essential | Desirable | Tested by (Application form, Interview, Test) |
|--|-----------|-----------|--|
| Knowledge, Education, Qualifications and Training | | | |
| Degree level education | X | | Application form |
| Postgraduate degree | | X | Application form |
| Marketing qualification | | X | Application form |
| Knowledge of application and admission processes for postgraduate study | X | | Application form, Interview, Test |
| Deep understanding of the drivers to pursue postgraduate study, the structure and pressures of postgraduate education and the differences to undergraduate study | X | | Application form, Interview, Test |
| Knowledge of the issues facing the Higher Education sector in the UK and especially in relation to postgraduate recruitment | X | | Application form, Interview |
| Knowledge of funding sources for postgraduate education | | X | Application form, Interview, Test |
| Skills and Abilities | | | |
| Excellent presentation skills | X | | Application form, Interview |
| Excellent oral and written communication skills | X | | Application form, Interview, Test |
| Demonstrable ability to build strong working relationships with internal and external stakeholders at all levels | X | | Application form, Interview |
| Creative approach to problem solving | X | | Application form, Interview |
| Outstanding interpersonal skills, including the ability to inspire trust and confidence | X | | Application form, Interview |
| Demonstrable ability to work independently and as a committed team member | X | | Application form, Interview |
| Ability to manage budgets and evaluate activities to ensure they achieve value for money | X | | Application form, Interview, Test |
| Ability to develop and deliver focussed strategic plans, working to agreed targets | X | | Application form, Interview |
| Ability to work to strict deadlines whilst maintaining close attention to detail | X | | Application form, Interview |
| IT and data literate | X | | Application form, Interview, Test |
| Ability to lead and motivate other colleagues within a team | X | | Application form, Interview |
| Experience | | | |
| Substantial experience of planning and leading engaging and successful student recruitment events/activities | X | | Application form, Interview |
| Ability to represent the College with credibility in a variety of situations and at public events | X | | Application form, Interview |
| Proven ability to undertake market research and write reports | X | | Application form, Interview |
| Confident data and analysis skills | X | | Application form, Interview, Test |
| Other requirements | | | |
| Willingness to travel extensively in the UK | X | | Application form, Interview |
| Willingness to work unsocial hours (evenings and weekends) | X | | Application form, Interview |