

PERSON SPECIFICATION

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

Job Title: Schools and Colleges Liaison Officer (Digital Lead)

Department: Directorate of Marketing & Communications

	Essential	Desirable	Tested by (Application form, Interview, Test)
Qualifications and Training			
Degree level education or equivalent experience	X		Application form, Verification
Specific Skills, Experience and Knowledge			
Experience of delivering face to face and digital student recruitment/outreach activities in a Higher Education context	X		Application form, Interview
Knowledge of issues facing the UK Higher Education sector	X		Interview
Knowledge of national agenda in relation to the recruitment of students from non-traditional backgrounds	X		Interview
Knowledge of undergraduate admissions procedures and practices	X		Application form, Interview
Experience in managing projects		X	Application form, Interview
Proven strong IT skills	X		Test, Interview
Experience in basic data analysis and evaluating activities		X	Application form, Interview
Experience in managing or updating social media channels and webpages		X	Application form, Interview
Personal and Interpersonal Qualities			
Excellent oral and written communication skills	X		Application form, Interview
Excellent presentation skills	X		Presentation
Ability to represent the College in a variety of situations	X		Application form, Interview
Ability to work independently and as a committed team member	X		Application form, Interview
Proven organisational skills	X		Application form, Interview
Ability to work to tight deadlines and under pressure	X		Test, Interview
Excellent attention to detail	X		Application form, Test
Creative approach	X		Application form, Interview
Strong customer service ethos and ability to problem solve in difficult customer-facing situations	X		Application form, Interview
Capacity for Career Development			
Desire to participate in personal development and develop skills appropriate to the role	X		Interview
Circumstances			
DBS clearance	X		Application to DBS upon appointment
Willingness to work unsocial hours (evenings and weekends)	X		Interview
Possession of a full UK driving licence and willingness to drive for the College in the UK		X	Application form
Prepared to assist in additional duties as necessary which may include manual handling	X		Application form, Interview