



PERSON SPECIFICATION

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

Job Title: Marketing Manager

Department: Marketing and Communications

	Essential	Desirable	Tested by (Application form, Interview, Test)
Knowledge, Education, Qualifications and Training			
Educated to degree level or have relevant equivalent professional experience.	x		Application form
Skills and/or Abilities			
Excellent oral and written communication skills, particularly the ability to communicate effectively and persuasively with both technical and non-technical colleagues.	x		Interview, presentation and test
Excellent organisational and self-management skills, including initiative and self-motivation.	x		Interview
Ability to co-ordinate the contribution of other colleagues in order to deliver your own plans.	x		Interview
Ability to demonstrate excellent collaborative and persuasive skills and at track record of successful working relationships.	x		Application form, interview
Ability to juggle multiple projects and priorities.	x		Interview
High level of accuracy and attention to detail.	x		Test
Experience			
Experience of developing detailed marketing strategies based on an understanding of clients' needs, including setting objectives, timescales, costings and evaluation.	x		Application form, interview
Experience of planning and delivering marketing activity across the full range of disciplines, including online, PR, events, print, social media, video and internal communications, and an understanding of the role each one plays.	x		Presentation
Experience of using analytics tools or insights to inform colleagues and digital communications activity.	x		Application form, interview
Excellent writing skills, with the ability to present complex information effectively to a lay audience.	x		Application form, test
Experience of managing engaging digital content (website, social media) and using a web content management system.	x		Application form, interview
Experience of delivering an in-house 'agency-style' service to internal customers.	x		Application form, interview
Experience of facilitating design and print production processes.	x		Application form, interview
Experience of capturing simple content (video, audio, photography) and using it to create engaging marketing collateral e.g. series of films, infographics.	x		Application form, interview
Knowledge of the higher education sector		x	Application form, interview
Other requirements			
Willingness to be flexible, including working beyond normal working hours where necessary	x		Interview