

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 Campaigns Officer
(Student Recruitment)**

Department: Marketing and Communications

	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
Educated to degree level (or equivalent) OR significant relevant experience OR relevant professional qualification (e.g. CIM)	X		Application form
Skills and Abilities			
An understanding of the university application process, from first awareness to enrolment	X		Interview
Ability to handle and analyse complex data sets using Excel and email marketing platforms	X		Application form, Test
Ability to capture, create and edit engaging content	X		Interview, Test
High level of attention to detail and accuracy, particularly with reference to copywriting.	X		Interview, Test
Excellent written and verbal communication skills	X		Interview
Excellent organisational and time management skills	X		Interview
Ability to work independently and as a committed team member			Interview
Experience			
Previous experience in a marketing or student recruitment environment	X		Application form,
Experience of working in a busy office in an administrative or customer service role	X		Application form
Experience of communicating effectively with different audiences, particularly in writing	X		Application form, interview

Other requirements			
Willingness to work occasional overtime and weekends during peak times in the admissions and recruitment cycle	X		Application form