**PERSON SPECIFICATION (PS)**

This form lists the essential and desirable requirements needed in order to do the job.

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| **Job Title:**  | Senior Communication and Conversion Officer  | **Job ref no:** | EXR-0289-24 |
| **Grade:**  | 5 | **Department:** | **External Relations** |
| **Accountable to:**  | **Deputy Head of Admissions** | **Responsible for:** |  |
| **PS created by/ or reviewed by:** | **Vikki Cannon** | **Date PS created/ reviewed:** | **8/10/24** |

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| **Evidence** |
| **Competency** | **Essential** | **Desirable** |
| 1. Knowledge and Experience | * Previous experience in either a Marketing, Communications, Student Recruitment or Admissions focused role.
* Experience of delivering conversion activities or experience of communicating with a diverse range of prospective customers at different stages in their journey
* Successful track record of planning and executing engaging marketing campaigns.
* Experience of manipulating and analysing data for segmentation and reporting purposes.
* Experience of working across a range of platforms and delivering content for a wide range of audiences.
* Experience of working with a CRM or other large, complex, database.
 | * Experience of working in either a Further Education, Higher Education or Professional Body environment
* Experience and understanding of Admissions and/or Recruitment in HE
* Knowledge of HTML.
* Experience of using Adobe Creative Suite to create and edit content including video.
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| 2. Skills  | * Ability to work under pressure and manage own workload to meet agreed targets and service levels.
* High level of attention to detail and an ability to maintain accuracy at all times.
* Strong project management skills with the ability to work on multiple projects simultaneously.
* Proactive in identifying and recommending opportunities for improvement and change.
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| 3. Communication | * Excellent written and verbal communication.
* Ability to understand customer needs and to be able to tailor communication approaches to suit these.
* Excellent copywriting and proof-reading skills with an eye for detail and accuracy
* Ability to work with and interpret large datasets/bodies of information.
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| 4. Behavioural | * Ability to remain calm under pressure.
* Ability to make decisions on own initiative in absence of superiors.
* Ability to maintain a professional approach to confidential and sensitive information
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| 5. Special Requirements | * May be required to work additional hours with prior notice. Due to the nature of the post, annual leave will not normally be permitted in August or December.
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