**PERSON SPECIFICATION (PS)**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **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** |

|  |  |  |
| --- | --- | --- |
| **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. |
| 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. |  |
| 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. |  |
| 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 |  |
| 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. |  |