**PERSON SPECIFICATION (PS)**

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

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| **Job Title:** | Marketing Executive - Web and Digital | **Job ref no:** | PSD-0360-24 |
| **Grade:** | 5 | **Department:** | External Relations |
| **Accountable to:** | Head of Marketing & Communications | **Responsible for:** | n/a |
| **PS created by/ or reviewed by:** | Paul Fryer | **Date PS created/ reviewed:** | 14/01/2025 |

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| **Evidence** | | |
| **Competency** | **Essential** | **Desirable** |
| Training and Education | Qualified to degree level | Degree or professional marketing or digital marketing qualification, communications, graphic design or a relevant discipline |
| Knowledge and Experience | Knowledge and experience of Content Management systems (Umbraco preferred)  Practical experience in working to agreed marketing guidelines and tools e.g., brand guidelines, marketing plan templates and photographic libraries.  CRM experience (Microsoft Dynamics preferred)  PPC (Google AdWords preferred)  Experience and competency with Adobe Creative Suite – design, illustration and video  Experience of website analytics (Google Analytics preferred) | HE sector experience.  Experienced in delivering measurement strategies for marketing activities.  Knowledge of HTML/CSS  Experience of Microsoft SharePoint.  Experience of liaising with a wide range of stakeholders  Experience of taking complex information and using it to communicate clear recommendations for improvement |
| Teamwork and Motivation | A team player capable of contributing to, and working within, a dynamic, proactive team. | Experience of working across a wide range of teams.  Proactive and self-starter with a keenness to take own initiative and manage tasks effectively. |
| Communication Skills | A consultative and clear communicator who is able to influence positive relationships and clear understanding with internal and external stakeholders. |  |
| Planning and Organising Resources | Experience of delivering, with support, multiple projects simultaneously to time and within budget.  Previous experience in delivering against and agreed marketing plan. | Experience in understanding and working to set budgets.  Experience in measuring marketing to be able to gauge return on investment. |
| Liaison and Networking | Experience of maintaining good working relationships with colleagues and a range of external stakeholders. |  |
| Service Delivery | Experience in providing critical marketing support services.  The ability to prioritise urgent marketing requirements. |  |