**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 – Design and Brand  | **Job ref no:** | PSD-0359-24 |
| **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 | Experience and competency with Adobe Creative Suite – design, illustration and video Presentation skillsExperience of designing a range of assets for print and digital (e.g. signage, brochures, flyers, posters)Experience of working with external suppliers and managing budgetsPractical experience in working to agreed marketing guidelines and tools e.g., brand guidelines, marketing plan templates and photographic libraries.Ability to maintain visual and messaging consistency across all platforms and materials. | HE sector experience.Experienced in delivering measurement strategies for marketing activities.Experience of liaising with a wide range of stakeholdersExperience of taking complex information and using it to communicate clear recommendations for improvementFamiliarity with online platforms and strategies to amplify brand visibilityAn understanding of legal aspects of branding, including intellectual property and copyright laws |
| 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. |  |