**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:** | PSD-0039-25 |
| **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** |
| 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. |
| Skills  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. |  |
| 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. |  |
| 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 |  |
| 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. |  |