Person Specification

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

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Communications and Marketing Manager	
Department/Division: European Institute	**Accountable to: Head of Engagement and Communications**

Criteria	Evidence	E/D
Knowledge and Experience	Educated to degree level, equivalent experience of working in marketing/digital communications in higher/further education, or other public or third sector setting	E
	Excellent digital literacy skills – including use of Microsoft Office applications, editing, updating, and analysing website performance using Google Analytics, and use of desktop publishing/design software.	E
	Experience of managing social media platforms and campaigns	E
	Experience developing communications and marketing plans for a wide range of audiences	E
	Experience creating and producing short form video content for social media and other digital channels	E
	An interest in Europe, its politics and culture	D
Communication	Exceptional verbal and written communication skills, including the ability to convey complex information in the most appropriate format	E
	Strong copywriting, editing and proofreading skills	E
	Experience of producing news stories and publishing research and knowledge exchange activities both internally and externally	E
Planning and Organising Resources	Ability to plan and prioritise own workload, often working on multiple tasks or projects simultaneously, or with shifting deadlines	E
	Ability to work accurately and with an excellent attention to detail	E

Initiative and Problem Solving	Ability to anticipate problems and propose solutions, even when an immediate solution is not apparent Ability to be self-reliant, but with the ability to recognise when to refer problems	E E
Teamwork and Motivation	Ability to build and maintain working relationships with students, academics and professional services staff An understanding of what it means to work collaboratively in a team to accomplish the overarching goals of the Institute Able to work on own initiative and with minimum supervision	E E E
Liaison and Networking	A proven ability to build effective relationships and influence development within your department and across the School Ability to appreciate the differences between working with students, professional service staff, academics and research staff.	E E
Investigation, Analysis and Research	Experience of gathering, collating and summarising information from a variety of sources	E

E – Essential: Requirements without which the job could not be done.
D – Desirable: Requirements that would enable the candidate to perform the job well.