

Marketing & Communications Manager

Person Specification

Attributes	Essential	Desirable	Assessment Method
Qualifications	Relevant degree/professional qualification.	Management qualification. Additional qualifications relevant to role. ECDL	
Experience	Demonstrable success in a relevant role. High level of IT skills. Experienced in maintaining accurate records systems. Experience in marketing AND/OR Experience in a customer care or promotions environment.	Experience in student recruitment and support activity. Experience of dealing directly with service users. Involvement in events organisation or management. Staffing management including motivation, delegation and team building.	
Skills/Knowledge	Effective and confident communicator – able to build positive relationships internally and externally. Capable of creating appropriate written communication for internal and external communications, adapting your style to the relevant audience. Demonstrable understanding of financial management and able to maintain budgetary records.		

	<p>Strong organisational and planning skills and a team player.</p> <p>Good time management skills including working to deadlines and ability to manage own workload and schedule.</p> <p>Enthusiastic and motivated.</p>		
Other	<p>Able and willing to work flexibly including evenings and/or weekends.</p> <p>Enthusiastic, committed and forward looking.</p> <p>Customer-centred.</p> <p>Knowledge of developments and trends.</p>		