**Person Specification**

**Job Title: Education Marketing Manager**

**Department(s): Faculty of Education**

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|  | ***ESSENTIAL*** | ***DESIRABLE*** |
| **Experience** | Demonstrable experience (and understanding) of working in a multi-function marketing role, within a higher education or arts organisation.  Substantial marketing management experience, including a proven track record in developing strategic medium to long-term marketing plans, developing and delivering coherent marketing campaigns with ability to demonstrate successful business outcomes.  Proven experience to engage positively with prospective students via online and in-person campaigns.  Experience (and knowledge) of digital marketing and its effectiveness, including email, social media, online advertising and copywriting for the web. | Experience of working within an arts institution. |
| **Education and Training** | Educated to degree standard in a relevant subject (Marketing or Business) or demonstrable experience.  Holds a relevant marketing professional qualification (CIM). | Membership of relevant professional bodies. |
| **Knowledge** | Understanding the recruitment processes within Higher Education both in the UK and internationally. | Knowledge of the field of dance.  Knowledge of design packages e.g., Adobe, InDesign, Photoshop. Illustrator, Acrobat.  Knowledge of ticketing and online event platforms.  Knowledge of relevant statutory bodies and regulations such as Office for Students, Competition and Markets Authority and General Data Protection Regulations. |
| **Attained skills and abilities** | Excellent written communication in English, including the ability to write clear, concise and accurate engaging copy for a range of student recruitment marketing purposes, appropriate for different media channels.  Excellent communication, presentation and interpersonal skills with the ability to liaise and build effective working relations with senior management, internal personnel, clients and suppliers.  Excellent organisational and project management skills, with the ability to multi-task, manage and prioritise own time and work independently.  High compute literacy with the ability to use Windows-based applications (MS Office) and Outlook.  Ability to analyse data, draw conclusions and make recommendations. | Own media/higher education marketing contacts. |
| **Circumstances** | Flexibility of working – some days will be office based and others working from home. There may be a requirement, on occasions, to work outside normal working hours to attend meetings and events, and travel outside the London area. | |