

Person Specification Form

Job Title:

**Marketing Alumni &
Development Officer
Admissions**

Department:

Feature Sought	Essential Requirement	Desirable Requirement	Assessment Method
Qualifications	Academic qualifications to A Level or equivalent	Digital marketing skills qualification	Certificates
Experience	Event management and or marketing/PR experience Experience of building and maintaining professional networks and relationships with stakeholders Developing and maintaining systems and processes	Experience of fundraising Experience of a design project	Questioning and references
Knowledge & Skills	Excellent inter-personal skills. The ability to communicate effectively to a varied internal and external 'client base', both in writing and orally The ability to plan and organise a varied workload using one's own initiative Good computer skills including knowledge of Microsoft Word/Excel Digital marketing skills	The ability to react positively and effectively to unpredictable, short notice workloads Experience of updating website content Familiarity with WordPress	Certificates Questioning and test
Personal Qualities	Well organised Clear thinker Confident Approachable Flexible	Reliable Eye for detail	Questioning Previous work and scenarios
Motivation & Expectations	Customer service Task orientated		Questioning and references
Overall Appearance	Smart		Visual and questioning

