

**Job Title:** Online Short Courses Digital Marketing Executive  
**Grade:** 3

**Person Specification**

Specialist Knowledge/ Qualifications	Educated to degree-level, and with good understanding of content marketing, on-page and off-page SEO, PPC and paid social, and Google Analytics.
Relevant Experience	A minimum 2 years of digital marketing experience. Experience of HTML, CSS, Photoshop, and video editing is desirable.
Communication Skills	Excellent copywriting skills, and experience planning and communicating messages in different media and channels (video, social, etc.)
Leadership and Management	Supervises and motivates individuals or agency partners effectively, setting clear objectives to manage performance
Research, Teaching and Learning	Uses effective teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student Experience or Customer Service	Provides a positive and responsive student or customer service

Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems
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The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

**Last updated: Nov 2017**