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

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| 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 |

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**