# Person Specification

## Communications and Marketing Manager

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|  | Essential | Desirable |
| Qualifications, experience and  background | * A degree or equivalent * Experience of planning and implementing communications and marketing strategies. * Experience of coordinating and delivering projects which engage a wide range of interested parties. * Experience of developing marketing and communication materials, with understanding of design principles for print and digital media. * Experience of initiating and publicising events. | * Experience of working within a Higher Education, college, or other educational environment. * Relevant professional qualification and development. * Good knowledge of university culture; ideally familiar with Cambridge. |
| Specific knowledge/skills  (technical) | * First class copywriting and proofreading skills. * Technical competence with CMS (WordPress or equivalent), email marketing systems (MailChimp or equivalent), and social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube). * Experience of building rapport with the media. | * Current knowledge and experience of the potential online and offline media where Clare Hall and its activities can be promoted. * Experience of writing news stories and blogs for an academic audience, translating complex information into accessible stories. * Experience in using Adobe Creative Cloud – especially Adobe Premiere Rush. |
| Personal attributes | * Proven ability to communicate effectively and engagingly for a wide range of audiences. * An ability to learn quickly and adapt to new structures and procedures. * Ability to understand and articulate the aims and needs of the College. * Willingness to be flexible e.g. by undertaking additional duties and working to tight deadlines when needed. * An ability to work across functions and departments. * Ability to implement practical solutions to problems. * Willingness to take a hands-on approach where necessary. * Keen attention to detail and a commitment to achieving high standards of accuracy. * Assertive and resilient. |  |
| Team and management skills | * Self-motivated, willing to take initiative and to prioritise work. * Ability to work under pressure, prioritise and meet deadlines. * Ability to work on the strategic and operational levels, with attention to detail. |  |
| Other | * Willingness to work out-of-hours and travel when necessary. |  |