# Person Specification

## Communications and Marketing Manager

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|  | Essential | Desirable |
| Qualifications, experience andbackground | * 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.
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| 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.
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| 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.
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| 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.
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| Other | * Willingness to work out-of-hours and travel when necessary.
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