

**PERSON SPECIFICATION**
**Communications and Marketing Manager**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Qualifications, experience and background	<ul style="list-style-type: none"> <li>• A degree or equivalent</li> <li>• Experience of planning and implementing communications and marketing strategies.</li> <li>• Experience of coordinating and delivering projects which engage a wide range of interested parties.</li> <li>• Experience of developing marketing and communication materials, with understanding of design principles for print and digital media.</li> <li>• Experience of initiating and publicising events.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working within a Higher Education, college, or other educational environment.</li> <li>• Relevant professional qualification and development.</li> <li>• Good knowledge of university culture; ideally familiar with Cambridge.</li> </ul>
Specific knowledge/skills (technical)	<ul style="list-style-type: none"> <li>• First class copywriting and proofreading skills.</li> <li>• Technical competence with CMS (WordPress or equivalent), email marketing systems (MailChimp or equivalent), and social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube).</li> <li>• Experience of building rapport with the media.</li> </ul>	<ul style="list-style-type: none"> <li>• Current knowledge and experience of the potential online and offline media where Clare Hall and its activities can be promoted.</li> <li>• Experience of writing news stories and blogs for an academic audience, translating complex information into accessible stories.</li> <li>• Experience in using Adobe Creative Cloud – especially Adobe Premiere Rush.</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Proven ability to communicate effectively and engagingly for a wide range of audiences.</li> <li>• An ability to learn quickly and adapt to new structures and procedures.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to understand and articulate the aims and needs of the College.</li> <li>• Willingness to be flexible e.g. by undertaking additional duties and working to tight deadlines when needed.</li> <li>• An ability to work across functions and departments.</li> <li>• Ability to implement practical solutions to problems.</li> <li>• Willingness to take a hands-on approach where necessary.</li> <li>• Keen attention to detail and a commitment to achieving high standards of accuracy.</li> <li>• Assertive and resilient.</li> </ul>	
Team and management skills	<ul style="list-style-type: none"> <li>• Self-motivated, willing to take initiative and to prioritise work.</li> <li>• Ability to work under pressure, prioritise and meet deadlines.</li> <li>• Ability to work on the strategic and operational levels, with attention to detail.</li> </ul>	
Other	<ul style="list-style-type: none"> <li>• Willingness to work out-of-hours and travel when necessary.</li> </ul>	