

Backstage Academy		Person Specification	
Post Title: Marketing Communications Manager		Reference: BSA2020-07	
Area of Work: Backstage Academy and the other members of the Production Park Group including Production Park Studios and XPLOr			
Attributes	Essential	Desirable	Assessed at Application (A) or Interview (I)
Knowledge			
Understanding of the higher education (HE) student recruitment process and associated communication pipelines	X		(A, I)
Awareness & understanding of issues relating to design.	X		(A, I)
Understanding of the live events industry		X	(A, I)
IT Literate (MS Office, emails, internet & social media use)	X		(A, I)
Organisational and personal skills			
Ability to work autonomously (with direction)	X		(A, I)
Excellent copywriting and proofreading skills, with an ability to write clearly and accurately in a range of styles appropriate to target audiences	X		(A, I)
Exceptional eye for detail	X		(A, I)
A friendly professional manner and appearance	X		(A, I)
Excellent presentation skills.	X		(A, I)
Proactive approach to problem solving.	X		(A, I)
Self-motivated, ambitious and results orientated with an ability to thrive under pressure	X		(A, I)
Strong interpersonal skills and experience of dealing directly with a wide variety of people.	X		(A, I)
Flexible approach to working, excellent time management skills.	X		(A, I)
Ability to work independently, as well as in a team.	X		(A, I)
Positive attitude and an eagerness to learn	X		(A, I)

Considerable personal initiative, professional approach and judgement in interpreting course of action and setting priorities	X		(A, I)
Ability to provide leadership in the area of logistical and administrative support.	X		(A, I)
Demonstrable commitment to developing new skills and personal professional development	X		(A, I)
Qualifications			
Educated to degree level in a marketing or related subject area	X		A
Professional marketing qualification such as CIM		X	A
Full driving license	X		A
Experience			
At least 3 years' experience of working in a marketing role in higher education (HE)	X		(A, I)
Significant experience of communications and generating content, with a demonstrable track record of driving engagement with audiences through your creative ideas.	X		(A, I)
Significant digital and print copywriting experience and experience of writing / producing publicity and marketing materials.	X		(A, I)
Significant experience of delivering student recruitment marketing campaigns (alongside external agencies)	X		(A, I)
Significant experience of managing multiple social media channels	X		(A, I)
Experience of line management		X	A
Experience with CRM and CMS systems	X		(A, I)
Experience with the Adobe Creative Suite		X	(A, I)

This is a description of the role requirements as it is presently constituted. It is the Academy's practice to periodically review job descriptions to ensure that they accurately reflect the role requirements to be performed and if necessary, update to incorporate changes were appropriate. The review process will be conducted by the relevant manager in consultation with the role-holder.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.