

**PERSON SPECIFICATION**  
**Web Content Coordinator**

<b>Criteria</b>	<b>Essential/ Desirable</b>	<b>Application Form / Supporting Statement / Interview</b>
1. Educated to degree level or equivalent.	Essential	Application Form
2. Proven experience of working in digital marketing and communications.	Essential	Application Form / Supporting Statement / Interview
3. Ability to create content for a range of marketing and student recruitment purposes and appropriate for different digital channels.	Essential	Application Form / Supporting Statement / Interview
4. Excellent standard of written and spoken English in all communications.	Essential	Application Form / Supporting Statement / Interview
5. A deep understanding of the web as a communication medium; its conventions, strengths and limitations.	Essential	Application Form / Supporting Statement / Interview
6. An understanding of the concepts behind effective search engine optimisation.	Essential	Application Form / Supporting Statement / Interview
7. Knowledge of the importance of effective UX in modern websites.	Essential	Application Form / Supporting Statement / Interview
8. Ability to adapt written materials to make them appropriate for different marketing channels.	Essential	Interview
9. Experience of using social media in a professional environment.	Essential	Application Form / Supporting Statement / Interview
10. Understanding of the concept of brand identity and brand values.	Essential	Interview
11. A proactive and innovative approach to problem solving, with an ability to adapt to changing requirements.	Essential	Application Form / Supporting Statement / Interview
12. Excellent time management and the capacity to manage several different areas of work concurrently.	Essential	Application Form / Supporting Statement / Interview
13. Ability to work as part of a team and the to foster good relationships with a range of colleagues, both within and outside of the organisation.	Essential	Interview
14. Knowledge and/or experience in some or all of the following areas: a) HTML b) Content management systems	Desirable	Application Form / Supporting Statement

c) Google analytics d) Photoshop e) BrightEdge or other SEO tools		
15. Knowledge and understanding of the changes to UK higher education and the implications of these changes for student recruitment	Desirable	Application Form / Supporting Statement / Interview

- Application Form – assessed against the application form and where appropriate, curriculum vitae. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence e.g. award of a qualification. Will be “scored” as part of the shortlisting process.
- Supporting Statements - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- Interview – assessed during the interview process by either competency based interview questions, tests, work-related exercise, presentation or teaching session etc.