

## PERSON SPECIFICATION

**POST TITLE:** Marketing Assistant

**DEPARTMENT:** University of Warwick Science Park

**The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.**

<b>REQUIREMENTS</b> The post holder must be able to demonstrate:	<b>ESSENTIAL (E) OR DESIRABLE (D) REQUIREMENTS</b> (please indicate)	<b>MEASURED BY:</b> a) application form b) Test/Exercise c) Interview d) Presentation
Experience of working in a Marketing and/or event management role	E	a, b, c
Excellent written and verbal communication skills and ability to communicate with a broad array of audiences	E	a, b, c
An ability to think creatively	E	a, b, c
Ability to convey complex information to a range of markets	E	b, c
Demonstrated skills in creating compelling marketing messages	E	a, b, c
Knowledge and demonstrated experience of using online channels to reach and connect with markets	E	a, b, c
Experience of delivering marketing campaigns	E	a, c
Outstanding organisational skills with the ability to prioritise multiple tasks while achieving a high level of accuracy	E	a & c
Ability to establish and maintain effective working relationships with colleagues and stakeholders	E	a & c
Excellent project management skills and ability to work to tight deadlines	E	a & c
Experience of working within a business to business context would be advantageous	D	a, c
Professional Qualification in Marketing or working towards one	D	a
Knowledge and experience of marketing and communications strategies	D	a, c