

**PERSON SPECIFICATION**

**POST TITLE: Business Support & Marketing Assistant**

**DEPARTMENT: University of Warwick Science Park Ltd**

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. We are looking for a range of skills; successful candidates are likely to have specialisation in at least one of the identified specialism. The team will be selected on the ability getting a good balance of skills and experience across a range of industries.

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| **REQUIREMENTS**  The postholder must be able to demonstrate: | **ESSENTIAL (E)**  **OR**  **DESIRABLE (D) REQUIREMENTS**  (\*depending on key specialisation) | **MEASURED BY:**  a) Application letter  b) Interview  c) Presentation |
| **Knowledge:** |  |  |
| Understanding on the use of social media to run campaigns/market a company and the ability to support such initiatives | E | A, B |
| Competent at using software packages Word, Excel Power Point, CRM Database, MailChimp etc | E | A, B, C |
| A knowledge of the challenges of managing of external third parties around a membership organisation | D | A, B,C |
| Good working knowledge on events management and the delivery of events | E | A, B, C |
| Experience of compliance management | D | A, B |
| Project management skills | D | A, B |
| **Skills:** |  |  |
| Excellent written and oral communication skills | E | A, B |
| Excellent organisational skills, including the ability to plan and prioritise work effectively | E | B |
| Team player with ability to adapt communication style as appropriate | E | A, B, |
| Strong focus on accuracy and attention to detail | E | A,B,C |
| Ability to work on their own initiative and autonomously | E | A, B |
| Robust character with the ability to prioritise in a demanding environment and work under pressure | E | A, B, C |
| Creative skills in their approach to challenges | D | A,B,C |
| **Experience:** |  |  |
| Organising events | E | A, B, C |
| Office administration experience | E | A, B |
| Experience of working in an SME | D | A, B |
| Used to managing demanding individuals and adapting their style to accommodate said parties | D | A, B |
| Proven planning and organisational skills | E | A, B,C |
| Experience of regulatory compliance issues and the need for through documentation | D | A, B, C |
| Track record of project management | E | A, B, C |
| A record of effectively supporting busy managers with a high level and volume of external and internal responsibilities | D | A,B |
| **Qualifications:** |  |  |
| Degree level or equivalent | D | A |
| NVQ3/”A” levels and/or equivalent work experience | E | A |
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