

DIRECTOR OF MARKETING & RECRUITMENT		<i>How demonstrated</i>				
ESSENTIAL		CV	Letter	Interview	Reference	Other
1.	Be committed to the aims and values of the College.		X	X	X	
2.	Hold a first degree or equivalent qualification and/or experience.	X	X			Degree certificates
3.	Practical experience in a marketing and recruitment role within a people and service focused organisation	X	X	X	X	
4.	Proven experience and knowledge of content, digital, direct and social marketing	X	X	X	X	
5.	Knowledge and ability to identify new and emerging communications technologies and platforms		X	X	X	
6.	Proven experience and knowledge of brand rules and values	X	X	X	X	
7.	Proven experience and knowledge of the marketing applications of data	X	X	X	X	
8.	Ability to think strategically about recruitment and marketing's roles in delivering the College's mission and objectives		X	X	X	
9.	Be able to implement procedural change and contribute to significant policy development.	X	X	X	X	
10.	Display professional competence and ability to negotiate effectively and influence others.		X	X	X	
11.	Have the ability to analyse complex problems and to advise on appropriate solutions.	X	X	X	X	
12.	Have the ability to plan & prioritise workload & meet deadlines.		X	X	X	
13.	Have the ability to work independently and as part of a team.			X	X	
14.	Have good interpersonal skills with the ability to deal effectively with people from a wide variety of backgrounds.		X	X	X	
15.	Have the ability to communicate clearly orally, in writing, and	X	X	X	X	

	through presentations, for internal and external audiences.					
16.	Be able to manage and use effectively the support staff and volunteers available to carry out duties.	X	X	X	X	
17.	Have a methodical approach to tasks with attention to detail.			X	X	
18.	Demonstrate excellent computer skills.	X		X	X	
19.	Experience in using email Marketing software	X	X	X	X	
20.	Experience in using Jotform and integrating this with other software (eg Mailchimp, Google drive etc)	X	X	X	X	
21.	Be an active participant in the life and worship of a local church	X	X	X	X	
	DESIRABLE					
22.	Knowledge of wider issues affecting undergraduate and postgraduate recruitment.		X	X	X	
23.	Demonstrable experience of developing and implementing successful student recruitment strategies and delivering recruitment activities in a Higher education context	X	X	X	X	
24.	Experience within an HE environment	X	X	X	X	
25.	Have experience of e-learning	X	X	X	X	
26.	Gathering business and market intelligence, disseminating to senior Leadership Team and Faculty		X	X	X	
27.	Experience of Customer Relations Management	X	X	X	X	
28.	Experience in using Creative Cloud - Indesign, Photoshop and Illustrator	X	X	X	X	
29.	Have a current driving licence		X	X		