

DIRECTOR OF MARKETING & RECRUITMENT		<i>How demonstrated</i>				
ESSENTIAL		CV	Letter	Interview	Reference	Other
1.	A strategic thinker and planner with practical experience of developing and delivering marketing and/or recruitment initiatives.	X	X	X	X	
2.	The capacity to manage teams and individuals relationally	X	X	X	X	
3.	Proven experience of digital, direct and social media marketing	X	X	X	X	
4.	Knowledge and ability to identify new and emerging communications technologies and platforms	X	X	X	X	
5.	Proven experience and knowledge of brand rules and values	X	X	X	X	
6.	Ability to work on your own initiative and prioritise a varied workload, you will have a flexible and positive approach to work with the ability to enthuse and motivate others	X	X	X	X	
7.	Professional competence and an ability to negotiate effectively and influence others	X	X	X	X	
8.	Demonstrable ability to foster effective relationships at all levels, with both internal and external stakeholders		X	X	X	
9.	Excellent interpersonal and communication skills	X	X	X	X	
10.	Experience in undertaking research and analysis, including interpreting data	X	X	X	X	
11.	Experience of email marketing and Customer Relationship Management (CRM) software	X	X	X	X	
12.	Commitment to the aims and values of the College as a Christian institution		X	X	X	
DESIRABLE						
13.	Demonstrable experience of developing and implementing successful student recruitment strategies and delivering	X	X	X	X	

	recruitment activities in a higher education setting					
14.	Experience of line management.	X	X	X	X	
15.	Knowledge of wider issues affecting undergraduate and postgraduate recruitment	X	X	X	X	
16.	Knowledge of and passion for issues surrounding the progression of learners into Higher Education	X	X	X	X	
17.	Experience in using creative cloud design software - InDesign, Photoshop and Illustrator	X	X	X	X	
18.	An active member of a Christian community		X	X	X	