

Marketing Communications Specialist - PERSON SPECIFICATION

KNOWLEDGE & EXPERIENCE

(all elements may be tested at application or interview)

ROLE SPECIFIC KNOWLEDGE / EXPERIENCE OF: *(or transferable skills sets)*

EXPECTED LEVEL OF COMPETENCY *(see below * for detail)*

Support the Delivery of the Communications functions

Line management of Student Staff

Oversight of Volunteers

Operational delivery and leadership for assigned projects, tasks and process for:

- Member Relations
- Developing Opinions and Engagement
- Stakeholder Communications & PR Activity
- Campaign Planning and Support

Facilitate, manage, support and develop tools and processes to enable the communication and student engagement function to achieve their aims and capture impact

Critical University Partnership Support

Elected Officer/Student Volunteer Support

Level 2

CORE COMPETENCIES

TECHNICAL SKILLS

Communication

Digital Skills

Strategic Delivery

Knowledge of HE Student Environment

Administration and Reporting

Processes and systems

Managing Change

Project Management

Managing Complexity

Level 3

Level 2

ACCOUNTABILITY

Organisational Risk Management (Legal, Reputational)

Rules & regulations

Finance Management

Managerial Responsibility

Health & Safety Risk Management

Organisational Risk Management (Financial)

Level 3

Level 2

IMPACT	Collaboration/Partner Working	Level 3
	Negotiation	Level 2
	Influence	
	Decision Making	
PEOPLE SKILLS	Relationship Building	Level 3
	Coaching and Mentoring	Level 2
	Promote Positive Performance	
	Motivating and Inspiring	
	Team Building	
UPSU CULTURE	Student Focus	NO LEVEL DEFINED AS THESE ARE EXPECTED BEHAVIOURS
	Pioneering	
	Inclusive	
	Resilient	
	Flexible	
	Self-motivating	

* LEVELS OF COMPETENCY *	
Level 1 (foundation)	<ul style="list-style-type: none"> • Applies the competency in simple situations • Initiative & agency in simple situations, under guidance • Responsibility to support • Responsibility for delivery of simple assigned projects, tasks and processes
Level 2 (base)	<ul style="list-style-type: none"> • Applies the competency in fairly difficult situations where appropriate • Initiative and agency in appropriate situations, with guidance • Responsibility to deliver • Responsibility for develop and delivery of fairly complex assigned projects tasks and processes
Level 3 (intermediate)	<ul style="list-style-type: none"> • Applies the competency in difficult situations where appropriate • Initiative and agency in assigned situations, with some guidance • Responsibility is to deliver and develop • Responsibility includes function level delivery and some development and some leadership
Level 4 (experienced)	<ul style="list-style-type: none"> • Applies the competency in difficult and complex situations where appropriate • Initiative and agency in most situations, with collaboration • Responsibility includes function level development, delivery and leadership
Level 5 (advanced)	<ul style="list-style-type: none"> • Applies the competency in considerably difficult and complex situations • Significant Initiative and agency across area of responsibility, little or no guidance • Serves as a key resource & gives advice to others • Responsibility for development and leadership of own functions and cross Union interdependencies