

Head of Marketing

Person Specification (Essential and Desirable Criteria)

Knowledge, Skills and Experience

Area	Essential (E)	Desirable (D)	Assessment (Application/Interview/Task)
Knowledge (Education, Qualifications and Training)			
Degree level qualification or equivalent professional experience in marketing, business, communications or a related discipline.	x		Application
Professional marketing qualification (e.g.CIM) or a recognised management/leadership qualification,		x	Application
Evidence of continuing professional development in strategic marketing, brand leadership, customer engagement or commercial growth.		x	Application
Knowledge of marketing compliance requirements, including advertising standards, equality legislation governance and financial accountability, gained through professional practice or training,	x		Application/Interview
Knowledge of public sector, education, or procurement markets relevant to the organisation's operating environment.		x	Application
Skills			
Ability to develop and deliver a commercially driven marketing strategy aligned to organisational priorities and revenue objectives.	x		Application/Interview

Ability to lead and optimise an integrated multi-channel marketing approach to support growth, retention, and customer engagement.	X		Application
Ability to use customer, market and performance insight to inform strategy, and improve marketing effectiveness.		X	Application
Financial and commercial acumen, including the ability to manage budgets, assess return on investments and make evidence-based decisions.	X		Application/ Interview
Strong leadership and influencing skills with the ability to provide strategic direction, ensure governance and drive performance across the function.	X		Application/Interview
Fluency Duty Level 2: Proficient This post is subject to the Fluency Duty under Part 7 of the Immigration Act 2016. The post-holder is therefore required to demonstrate a level of fluency which enables them to converse spontaneously with a natural flow, and explain complicated information, using accurate spoken English (including technical or specialist terminology), to service users, and when required, demonstrate an ability to find alternative vocabulary in order to be understood.	X		Interview
Experience			
Significant senior-level experience leading a marketing or brand function, with responsibility for setting direction, managing performance and delivering organisational objectives.	X		Application

A proven track record of developing and implementing commercially focused marketing plans that drive revenue growth, customer retention and market development.	X		Application/Interview
Experience of leading multi-channel marketing campaigns across multiple channels (e.g. digital, print, events, communications) with measurable impact.	X		Application/Interview
Experience of managing substantial budgets, demonstrating value for money and delivering measurable return on investment,	X		Interview
Experience of using data, customer insight and performance metrics to evaluate effectiveness and inform future activities.	X		Application
Experience of working with external agencies, creative partners or suppliers against agreed KPIs.		X	Application

Jobholder Signature:	
Date:	
Manager Signature:	
Date:	