

PERSON SPECIFICATION Business Development Manager (Marketing & Memberships)

Criteria	Essential/ Desirable	Application Form / Supporting Statements/ Interview *
A working knowledge of working within a sport and leisure environment	Essential	Supporting statements / Interview
Computer literature with Knowledge of leisure management IT systems and software packages	Essential	Supporting statements / Interview
Experience and knowledge of marketing strategies, to improve processes and drive the sale of memberships	Essential	Supporting Statements/ Interview
An ability to engage, lead and manage staff effectively in order to create an environment that is both motivating to staff and beneficial to organisational goals	Essential	Supporting Statements/ Interview
A high level of accuracy and attention to service and administrative detail	Essential	Supporting Statements/ Interview
Evidence of excellent communication, customer liaison and inter-personal skills, and a willingness to be co-operative and flexible at all times and to inform persuade, negotiate and influence others.	Essential	Interview
Commercially astute with a proven track record of improving business and financial performance.	Essential	Interview
Strong influencing skills and demonstrate excellent relationship and partnership building skills	Essential	Interview
Demonstrable experience of working as a customer service led professional and delivering comprehensive front line support to multiple customer groups.	Desirable	Supporting statements
Experience of creating and delivering successful and inclusive engagement & plans which deliver an improved customer experience	Desirable	Supporting statements
Experience of working in a sales and target driven business environment with experience of working in a customer focussed environment	Desirable	Supporting statements

- **Application Form** – assessed against the application form, curriculum vitae and letter of support. Applicants will not be asked to answer a specific supporting statement. Normally used to evaluate factual evidence eg award of a qualification. Will be “scored” as part of the shortlisting process.
- **Supporting Statements** - applicants are asked to provide a statement to demonstrate how they meet the criteria. The response will be “scored” as part of the shortlisting process.
- **Interview** – assessed during the interview process by either competency based interview questions, tests, presentation etc.