

**PERSON SPECIFICATION**  
**Business Liaison Officer**  
**Vacancy Ref: N1390**

Criteria	Essential/ Desirable	Application Form/ Supporting Statements/ Interview
Ability to diagnose and understand the needs of SMEs.	Essential	Supporting Statements/ Interview
Proven track record of developing networks and client relationships in a business support context.	Essential	Supporting Statements/ Interview
Experience of marketing and promotion of business engagement programmes with responsibility for recruiting SMEs	Essential	Supporting Statements
Ability to develop and deliver presentations to businesses for the purposes of awareness raising and recruitment.	Essential	Supporting Statements/ Interview
A team player demonstrating an ability to work across multiple projects and initiatives under direction of several senior members of staff.	Essential	Interview
Ability to work unsupervised to plan and organise own work, and work to deadlines.	Essential	Interview
Experience of using IT, specifically using CRM software and knowledge of marketing software	Essential	Supporting Statements
Possession of full UK driving licence and able to travel to other locations throughout the North West, often outside of normal working hours.	Essential	Interview
Undergraduate degree (preferably in a management related subject) or equivalent relevant work experience.	Essential	Application Form
Ability to translate business needs into projects which align with academic requirements.	Desirable	Supporting Statements
Experience of working with external funds such as ERDF – and ability to comply these types of procedures through good working practices.	Desirable	Supporting Statements
Experience of working in a Higher Education Institution.	Desirable	Application Form

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- **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.