

**PERSON SPECIFICATION  
Business Development Manager**

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| **Criteria** | **Essential/ Desirable** | **Application Form / Supporting Statements/ Interview \*** |
| Experience of working in a proactive sales environment and a proven track record of achieving financial targets. | Essential | Supporting statements / Interview |
| Experience in building robust customer relationships and providing excellent customer service. Ability to negotiate effectively with customers whilst maintaining the interests of the business. | Essential | Supporting Statements/ Interview |
| A team player who works cooperatively and flexibly within a team and across functional teams to achieve mutually beneficial goals. Includes the need for some local and national travel, along with evening and weekend work as the business demands. | Essential | Supporting Statements/ Interview |
| Experience of developing and planning sales and marketing campaigns and promotions. | Essential | Supporting Statements/ Interview |
| Excellent organisational skills and an ability to prioritise workload to meet competing deadlines. | Essential | Supporting Statements/ Interview |
| Financially aware with experience of developing a budget and an ability to analyse and present data in an accurate and appropriate format with relevant business rationale. | Essential | Supporting Statements/ Interview |
| Excellent interpersonal skills and the ability to communicate well both verbally and in writing at all levels within an organisation. | Essential | Application Form / Interview |
| IT literate (Word, Excel, PowerPoint) and experience of utilising customer relationship and hospitality venue management systems. Effective numeracy and literacy skills (GCSE Maths and English). | Essential | Application Form / Interview |
| To convey an appropriate rationale and interest in applying for this post. | Essential | Application Form |
| Commitment to on-going personal development. | Desirable | Supporting Statements/ Interview |
| Experience of working in the Hospitality / Conference Industry | Desirable | Application Form / Interview |