

## PERSON SPECIFICATION

### LL814 – Business Development Officer

Specification Type	Additional/changed requirements	E/D	Measure
<b>Personal Skills</b>	Be able to set own objectives, plan and prioritise work to meet deadlines	E	1,3
<b>Personal Skills</b>	Assertive, show initiative and self-motivated	E	1,3
<b>Personal Skills</b>	Excellent verbal and written communication skills at all levels	E	1,3
<b>Personal Skills</b>	Ability to conduct research at various levels of complexity	E	1,3
<b>Personal Skills</b>	Ability to work as part of a team	E	1,3
<b>Personal Skills</b>	Ability to diagnose and solve problems	E	1,3
<b>Experience</b>	Experience of content management systems (CMS)	E	1,3
<b>Experience</b>	Data analysis/report writing	E	1,3
<b>Experience</b>	Project management	D	1,3
<b>Experience</b>	Website development	D	1,3
<b>Experience</b>	Able to understand and evaluate markets and competition	E	1,3
<b>Experience</b>	Change implementation	D	1,3
<b>Experience</b>	System ownership and management	D	1,3
<b>Experience</b>	Marketing and social media	E	1,3
<b>Experience</b>	Cross departmental working	D	1,3
<b>Experience</b>	Experience of working with external agencies e.g. National Governing Bodies	D	1,3
<b>Attainments/Qualifications</b>	Relevant degree or equivalent experience	E	1,3
<b>Attainments/Qualifications</b>	Committed to continuous professional development	E	1,3
<b>Knowledge</b>	High level of literacy and numeracy	E	1,3
<b>Knowledge</b>	Current web and digital media trends	E	1,3
<b>Knowledge</b>	Knowledge of IT systems	E	1,3
<b>Special Requirements</b>	Forward thinking, flexible and innovate	E	1,3
<b>Special Requirements</b>	The ability to work within tight deadlines	E	1,3
<b>Special Requirements</b>	Flexible approach to hours of work and shift patterns	E	1,3

**Car Allowance:**

This post carries a designated car user status.

**E/D:**

Essential (E)

Desirable (D)

**Measure:**

1. Application form
2. Test after shortlisting
3. At interview
4. Documentary evidence
5. Other [please specify]