**PERSON SPECIFICATION** 

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| POST | Sales and Marketing Advisor |
| **DIRECTORATE** | People |
| **DEPARTMENT** | Health and Recreation |
| **LOCATION** | South Lake Leisure Centre |

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| **FACTORS** | **ESSENTIAL** | **DESIRABLE** | **METHOD OF ASSESSMENT** |
| Qualifications  and training | * Third level qualification in a Business or Marketing discipline. | * Additional relevant qualifications in Sales or Marketing. | Application |
| Experience | * One year’s experience in a Sales or Marketing role to include all of the following:   + A proven record of achievement of sales growth results;   + Dealing with the public in person and by phone;   + Dealing with the public using digital communication methods. | * + Use of Customer Relations Management software packages. | Application/  Interview |
| Key skills, knowledge  and attributes | * Ability to achieve positive results through influencing skills; * Excellent verbal and written communication skills; * Strong presentation skills; * Ability to work within tight deadlines and targets; * Excellent planning and organisational skills; * Strong analytical skills; * Flexible approach to work demands; * Ability to work in a team; * Ability to work on own initiative; * Ability to handle sensitive or difficult situations appropriately; * IT proficient including use of Microsoft packages; * Ability to use customer databases effectively. |  | Application/  Interview |
| Driving |  |  |  |
| Working Arrangements/  Flexibility | Willingness to work flexible and irregular hours. |  | Application/  Self-assessment |