**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 |