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| **Person specification** |
| **Post title** | Commercial Manager | **Grade** | L |
| **Directorate** | Volair | **Section/team** | Business Management  |

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| **Criteria** | Essential requirements | **\* M.O.A** |
| **Skills, knowledge, experience etc**  |
| 1 | Experience of developing both Sales/Marketing Strategy and turning this into tactical annual plans. | A+I |
| 2 | Relevant experience and a proven track record of achievement of KPI’s within a commercial sales environment. Able to demonstrate sales techniques relevant to a leisure environment. | A+I |
| 3 | Experience of working in a commercial branded leisure environment [preferably private sector or Trust] | A+I |
| 4 | Experience of human resource management, the ability to manage and develop staff and achieve results through others. Including team working, employee relations and effective staff empowerment | A+I |
| 5 | Resource Management experience, including awareness of budget management,  | A+I |
| 6 | Knowledge and awareness of a broad range of issues relating to: exercise referral, healthy lifestyles sports & physical activity and experience of strategically developing marketing strategies to increase participation and maximise impact on key priorities.  | A+I |
| 7 | A good understanding of and commitment to partnership working and experience in developing successful working partnerships both internally and externally.  | A+I |
| 8 | A comprehensive understanding of social media and digital marketing techniques. | A+I |
| 9 | Ability to produce, implement and monitor plans, prepare and present clear well structured reports and implement monitoring and evaluation systems and procedures.  | A+I |
| Qualifications |
| 10 | A degree (or equivalent qualification / experience) in a related field  | A+C |
| **Health and safety** |
| 11 | Ability to ensure suitable and sufficient risk assessments are carried out taking into account employees capabilitiesAbility to use equipment as instructed and trainedAbility to inform management of any health and safety issues which could place individuals in danger | A + I |
| **Personal attributes and circumstances** |
| 12 | Excellent verbal & written communication, interpersonal and organisational skills, including the ability to motivate, enthuse, persuade and influence, along with the ability to gain trust and confidence of others | A+I |
| 13 | To have a flexible approach towards the job role, and respond positively towards the requirements of the Service. | A+I |
| 14 | To maintain a high standard of personal efficiency and appearance | I |
| 15 | A team player, able to work on own initiative and as part of a team | A+I |

**\*Method of assessment (\*M.O.A)**

**A** = Application form **C** = Certificate **E** = Exercise **I** = Interview

**P** = Presentation **T** = Test **AC** = Assessment centre

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| **Date** | **Approved by authorised manager** | **Designation** |
| April 2023 | Sam Goodwin | Head of Business Management  |



We have a positive attitude to the employment of disabled people and guarantee an interview to those who meet **all** the necessary criteria of the person specification.