



PERSON SPECIFICATION

Job title	Sponsorship Sales Executive, Archant Herts & Cambs		
Location	Stevenage		
Reference number	JT/ADV612/JD0707		
SECTION	ESSENTIAL CRITERIA In order of priority	METHOD OF ASSESSMENT	Max shortlist score
Education, qualifications and/or training	Must have completed a general education (to GCSE level or equivalent).	Application form	Obligatory
	Must have a full and valid manual driving licence.	Show at interview	Obligatory
Experience	Relevant experience in sales, marketing, public relations or a similar proactive role.	Application form / interview	3
	Experience using a keyboard (ideally proficient in Microsoft Office applications, in particular Word, PowerPoint and Outlook) and a working knowledge of the Internet.	Application form / work sample test	3
Knowledge/skills	Demonstrates excellent communication and negotiation skills; able to effectively communicate with people at all levels; expresses ideas clearly and confidently; has the ability to influence people; listens and creates trust; thinks on their feet and doesn't give up when challenged.	Application form / interview	3
	Demonstrates an understanding of the importance of internal and external customer care; has the ability to cultivate and maintain excellent business relationships with customers; aims to maintain high standards of service; helps and facilitates; takes personal responsibility for resolving any problems.	Application form / Interview / work sample test	3
	Demonstrates commercial awareness; seeks and recognises new business opportunities; suggests ideas for improvement; applies commercial thinking to decisions.	Application form / interview	3
	Demonstrates an understanding of the importance of team working; joins in team activities; helps team members and supports team goals; sets and demonstrates high standards of behaviour for the rest of the team.	Application form / interview	3
	Demonstrates an acceptable level of written presentation, spelling and numeracy.	Application form / work sample test	3

<p>Knowledge / skills continued</p>	<p>Demonstrates an understanding of the importance of advertising to a business; has the ability to come up with imaginative advertising copy; is able to suggest ideas for revenue-generating opportunities.</p> <p>Demonstrates a high level of self-motivation and enthusiasm; shows commitment to achieving high standards; plans and implements organised steps in order to achieve a goal.</p> <p>Demonstrates sound judgement and problem-solving skills; is able to make appropriate decisions and prioritise while under pressure.</p>	<p>Interview</p> <p>Interview</p> <p>Interview / in tray exercise</p>	
<p>Work related attributes and competencies</p>	<ul style="list-style-type: none"> • Communication and negotiating/influencing • Customer focussed thinking • Commercial awareness • Team working • Integrity • Creativity • Initiative and enterprise • Self-motivation and enthusiasm • Planning and organisation • Prioritisation, problem solving and judgement 		

Maximum possible shortlist score: 21

Minimum shortlist score required: 12

If more than six applicants meet the minimum shortlist score only the top six scores will be interviewed.

Prepared by:

Date prepared: