##### cid:image001.png@01CF2195.817E5E60PERSON SPECIFICATION

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| **Job Title** | **Business Development Executive** |

| **CATEGORIES** | **ATTRIBUTES** | **ESSENTIAL/DESIRABLE** |
| --- | --- | --- |
| **Qualifications** | Educated to degree level or equivalent.  Holding relevant business qualification. | Desirable  Desirable |
| **Experience** | Two years’ experience in a business to business sales or marketing role. | Desirable |
| **Technical & Professional** | Able to interrogate databases, undertake research and collate information.  Able to demonstrate experience of effective engagement with key stakeholders including senior business people in order to gain trust and confidence.  Able to manage own time effectively, to focus on results, and to meet deadlines on a regular basis.  Able to write propositions/bids, create presentations and write reports for internal and external use. | Essential  Essential  Essential  Desirable |
| **Knowledge** | Knowledge and some experience of using CRM systems.  Knowledge or understanding of the sales process, including lead generation.  Knowledge of the role of inward investment in driving economic growth and/or of the commercial property market. | Desirable  Essential  Desirable |
| **Personal Style** | Personable, professional with high levels of probity and integrity. | Essential |
| **Financial Management** | Understanding of budget management process including generating invoices and purchase orders for authorisation. | Essential |
| **Key skills and competencies** | Able to demonstrate experience in the following:   * Excellent interpersonal skills; * Excellent IT skills; * Ability to interpret and analyse data; * High level of literacy and numeracy; * Strong communication skills; * Problem solving skills; * Negotiation skills; * Adaptability; and * Team working. | All Desirable |
| **Other** | Commitment to RDA Values (see below). | Essential |

**Rochdale Development Agency has agreed some core values which guide the way in which we work:**

**Performance:** we are a performance based organisation focused on achieving results

**Respect:** we show respect for our colleagues, partners and clients

**Integrity:** we act with integrity

**Development:** we are committed to continuous development and improvement

**Excellence:** we strive for excellence