

## PERSON SPECIFICATION

### Job Title:

**Business Improvement District (BID) Development Director Wolverhampton**

### Job Purpose and Role:

In partnership with all the main stakeholders within the City Centre, decide the content of the BID offer. Having decided the offer, lead the BID to a successful outcome in a month long postal ballot to be held in September 2013.

FACTORS	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
Qualifications	<ul style="list-style-type: none"> <li>Degree standard</li> </ul>	<ul style="list-style-type: none"> <li>Post Graduate in Marketing</li> </ul>	Certificates
Training		<ul style="list-style-type: none"> <li>Open to ongoing self improvement</li> </ul>	Interview
Experience	<ul style="list-style-type: none"> <li>Sales and Marketing professional in commercial sector</li> <li>Project Management - previous experience of managing and delivering a successful project</li> </ul>	<ul style="list-style-type: none"> <li>Managing a successful BID process</li> <li>Local Government experience</li> <li>Media experience</li> <li>Budgeting and Financial management</li> </ul>	Interview References
Special knowledge/ skills	<ul style="list-style-type: none"> <li>Articulate</li> <li>Literate</li> <li>Highly numerate</li> <li>IT literate particularly Social Media</li> <li>Excellent presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>Effective communicator</li> </ul>	Evidenced at Interview
Personal Qualities	<ul style="list-style-type: none"> <li>Mature and outgoing</li> <li>Self confident</li> <li>Ability to be organised and logical</li> </ul>		Interview
Interests and Motivation	<ul style="list-style-type: none"> <li>Pragmatic approach to people and issues</li> <li>Adaptable &amp; flexible</li> </ul>	<ul style="list-style-type: none"> <li>Good social and interpersonal skills</li> </ul>	Interview
Commitment	<ul style="list-style-type: none"> <li>Task oriented individual with a desire to succeed</li> </ul>		Interview