**The Advocacy Project Person Specification**

 **Business Development Lead**

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|  | **ESSENTIAL** | **DESIRABLE** |
| **QUALIFICATIONS** | * General / Credit level in English or equivalent.
 | * Qualification in workplace Assessment.
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| **EXPERIENCE** | * Demonstrate the ability to lead and manage projects.
* Staff management, leadership, training and supervision
* Experience of working within the field of independent advocacy.
* Experience of working in the field of service user participation and consultation.
* Preparing service proposals to external stakeholders
 | * Developing a marketing strategy.
* Funding applications
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| **SKILLS & ATTRIBUTES** | * Excellent written and oral communication.
* The ability to demonstrate leadership skills
* Effective planning and organisational skills.
* Application of a creative approach to new developments.
* Ability to work under pressure and with a degree of autonomy.
* Ability to promote and represent the organisation and its work to external stakeholders.
* Evidence a pro-active approach to service development opportunities
* Effective time management
* Positively contributing to team dynamics.
 | * Ability to demonstrate a positive approach to problem solving.
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| **VALUES & ATTITUDES** | * A demonstrated commitment to the principles of equality and human rights.
* An understanding of the benefits of independent advocacy.
* A commitment to the value of Engagement & Involvement activities in complimenting advocacy services.
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| **KNOWLEDGE** | * An understanding of the business needs of the organisation, both internal infrastructure and the “bigger picture” externally.
* Evidenced knowledge and understanding of all business elements of a 3rd sector organisation.
* An up to date knowledge of the Professional Practice Award in Advocacy and its roll out externally.
* An understanding of the issues/barriers affecting vulnerable individuals.
* Understanding and application of personnel policies and procedures.
 | * Income generation
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