**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. |
| **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 |
| **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. |
| **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. |  |
| **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 |