

## Person Specification

### Sales and Marketing Administrator, Pannal Golf Club

	Essential	Desirable
<b>Educational Qualifications</b>	<p>Good standard of education</p> <p>GCSE's in English &amp; Maths</p>	
<b>Experience</b>	<p>Experience of delivering measurable results</p> <p>Experience of dealing with people</p>	<p>Experience of working in a Sales and Marketing role</p> <p>Experience of working in a hospitality environment</p>
<b>Communication Skills</b>	<p>High standard of spoken and written English</p> <p>Excellent telephone and face to face communication skills</p> <p>Good levels of numeracy</p> <p>Ability to obtain, analyse and present information</p> <p>Able to formulate plans and persuade others to support such plans</p>	<p>Experience of working in a customer facing role</p> <p>Experienced in making presentations to small and large groups</p>
<b>Personal Skills</b>	<p>Excellent computer skills; use of MS PowerPoint, Word, Excel and Outlook</p> <p>Experience of online marketing</p> <p>An understanding of customer care and the importance of providing a high quality service</p>	<p>Experience of working with a variety of generic or bespoke IT systems</p>

	<p>Strong organisational and project management skills.</p> <p>Excellent organisational and time management skills</p> <p>Able to work under pressure, as a part of a team and on own initiative</p> <p>A creative and imaginative problem solver</p>	
<b>Attitude</b>	<p>Success driven, confident with a high level of personal drive</p> <p>Hardworking, adaptable and professional</p> <p>Able to work unsupervised and take responsibility</p> <p>Ability to establish rapport with members, visitors, suppliers and stakeholders</p> <p>Able to work as a member of a team</p> <p>High levels of personal presentation</p> <p>Willing to learn new skills</p> <p>Flexible in approach to working hours</p>	
<b>Special Knowledge</b>	<p>A practical knowledge of Social Media particularly Twitter, Facebook and Instagram</p> <p>Commercial awareness</p>	<p>A knowledge of golf</p> <p>A keen interest in sport</p>