

**DEVELOPMENT DIRECTOR - PERSON SPECIFICATION**  
**January 2012**

	Essential Criteria		Desirable Criteria	
Experience	Delivery of multiple, complex & innovative projects	A/I	Managing EU funding programmes	A
	Identifying and successfully bidding for revenue and capital funding	A	Managing R & D programmes with HE or private sector	A
	Initiating, creating & generating new business opportunities	A/I		
	Developing and maintaining effective strategic partnerships and relationships	A/I		
	Managing and developing staff	A		
Knowledge	Good knowledge of current UK Government policies for the arts, media and the creative economy	A/I	Awareness of the current external environment for arts, film and cultural development	A
	Awareness of private and public funding opportunities	A/I	Understanding importance of digital convergence and cross media platforms	A/I
	Good knowledge of digital technologies and connectivity, understanding its impact on arts, film and the creative economy	A/I	Opportunities for establishing joint learning programmes with HE	A/I
	Understanding of role that effective communications plays in managing change	A/I		
Skills & Attributes	Creative entrepreneurship and ability to think out of the box	I		
	Ability to inspire and innovate others to generate fresh ideas	I		
	Financial acumen including accurate budgeting, cash flow forecasting and reporting	A/I		
	Effective advocacy	A/I		
	Ability to analyse and communicate complex issues in clear, concise and persuasive language – written and verbal	I/T		
	Self-motivating and proactive	A/I		
	Reliable, respectful & confident	I		

A = to be demonstrated in the application form  
 I = to be demonstrated at interview  
 T = to be demonstrated by completing a measureable test