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| **Job Title** | **<Head of Sales>** |
| **Remuneration** | **<£xx,yyy p.a.>** |
| **Role and Objectives:**  Head of Sales accountable to the managing director with the responsibility to grow revenue from a designated set of key accounts and developing new business opportunities  **Delegated Authority:**   * <The authority the role carries e.g. budgetary responsibility; number of direct reports etc>   **Scope:**   * Management of assigned key accounts * Development of business within assigned accounts, the general customer base and through identified and agreed opportunities   The role is office based and requires travel to customer premises and trade fairs | |

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| **Key Responsibilities:**  **General:**   1. Preparing sales budgets and forecasts 2. Identifying gap closing actions 3. Identifying business opportunities 4. Management of designated key accounts 5. Preparation of promotional campaigns 6. Liaising with marketing to ensure that sales and customer collateral are available in a timely manner (copy, photographs, images etc.) 7. Liaising with sales administration and logistics to ensure timely and accurate delivery of customer orders 8. Resolving customer issues, problems or concerns 9. Ensuring that cash is received within payment terms   **Budgeting & Reviews:**   1. Work with the MD to coordinate budget preparations 2. Provide management information (pipeline metrics, KPIs etc.) for review and analysis 3. Appraise monthly the performance of within account base and a revised forecast   **Administration**   1. Monitoring invoicing and billing 2. Monitoring accounts receivable 3. Recording of travel and expenses 4. Maintaining accurate customer records   **Metrics:**   1. Delivery of revenue growth and targeted GP 2. Timely preparation of budgets and forecasts 3. Communication of customer requirements and expectations 4. Timely reporting of key performance indicators and pipeline activity | | | |
| **Skills, Competence and Experience:**  A leader through influence with specialism expertise to support the company’s ambitious growth targets:   1. Management of <x> sales people 2. Budgeting and managing a budget of up to <£x> 3. Excellent interpersonal and influencing skills 4. Strong business and commercial acumen and analytic capabilities 5. Strong negotiation skills 6. Strong project management skills 7. Ability to deliver against tight deadlines 8. Competent in MS Office software packages incl. Excel and PowerPoint   **Personal attributes: Able to demonstrate a good fit with the company values**   * Honesty, integrity and respect * Creativity * Sparky and energetic * Flexibility * Problem solving / solution finding * Always learning * Strong work ethic – work hard / play hard | | | |
| **Working relationships：**  Reports to: MD  Works with:   * MD, H.o Marketing and Marketing assistant, Sales & Administration assistant * Assigned customers   Manager of: No direct reports | | | |
| Author : |  | Date : |  |