

## **Job Specification: Sales & Marketing Director**

Cova Security Gates is a leading name in the perimeter security industry. A recent restructure within the business has led to the requirement to recruit a Sales & Marketing Director to take responsibility for a £4 million turnover manufacturing business with significant opportunity for growth.

### **POSITION DESCRIPTION**

#### **Key working relationships**

- Reporting directly to the Managing Director you will be responsible for accurate sales forecasting, achieving sales targets and managing budget expenditure and profitability.
- Responsible for providing sales staff with the leadership and mentoring that ensures sales targets are achieved and which fosters a culture of enterprise and initiative.
- Contribute to the senior management team in the development and realisation of the company's goals and objectives.

#### **The Role**

The jobholder will be responsible for developing and implementing a strategic sales and marketing plan for the business. This will require a thorough review of the performance and strategies of the current sales force.

You will be responsible for achieving predetermined sales and growth targets through the performance of the sales team.

The Sales & Marketing Director will prepare regular sales forecasts and keep the Board of Directors regularly updated, through written and verbal reports, on progress and the status of the sales team's efforts.

#### **The Requirement**

The role requires a commercially astute individual who will be able to demonstrate the following:

- A history of delivering profitable growth.
- Proven sales planning and business acumen.
- Experience of sales forecasting and goal setting.
- Knowledge of selling principles and practices in a manufacturing or construction business.
- The ability to provide sales leadership, motivation and mentoring.
- Operational experience of formal and informal employee performance management and measurement.

## Person Specification

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS AND KNOWLEDGE</b>	Degree or equivalent qualification or demonstrable equivalent experience in sales and marketing management.	MBA or equivalent.
<b>EXPERIENCE</b>	<p>Significant experience and achievement of leading a sales force and delivering sales targets.</p> <p>Detailed and clear understanding of how to develop sales budgets and targets.</p> <p>Demonstration of implementation of a sales strategy.</p> <p>Understanding of coaching, management and leadership practice and theory.</p> <p>Clear understanding of customer relationship management, including customer needs assessments and monitoring of customer satisfaction.</p> <p>Significant commercial awareness and evidence of delivery against programme schedules.</p> <p>Strategic development experience, including working across organisational boundaries.</p> <p>Knowledge and experience of sales target monitoring and the development of sales forecasts and reports for senior management.</p> <p>Experience of effective partnership working and building relationships with key business specifiers.</p> <p>Experience of sales management in a manufacturing or construction business.</p>	<p>Demonstrable experience of achieving exceptional sales performance in a manufacturing organisation.</p> <p>Highly developed knowledge of sales and marketing and its key role in business.</p> <p>Experience of the perimeter security industry.</p>

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>SKILLS &amp; ABILITIES</b>	<p>Excellent communication skills both oral and written.</p> <p>Sales planning and performance management skills.</p> <p>Ability to build effective sales teams and networks.</p> <p>Presentation skills.</p> <p>Negotiation skills.</p> <p>Ability to make a constructive contribution at senior management meetings.</p> <p>Sales and promotion skills.</p> <p>Ability to influence change.</p>	<p>Ability to think and plan strategically and creatively.</p> <p>Computer literate including use of spreadsheets and databases.</p> <p>Coaching and mentoring abilities.</p>
<b>PERSONAL ATTRIBUTES</b>	<p>Ability to demonstrate resilience.</p> <p>Ability to work as part of a team.</p> <p>Ability to remain calm under pressure.</p> <p>Ability to work flexibly.</p> <p>Self confidence and personal drive.</p> <p>Leadership qualities.</p> <p>High level of motivation and enthusiasm.</p>	