



Brigade Electronics (UK) Ltd.

## Job Specification

Position	Managing Director
Reporting to	The Board of Directors of Brigade Electronics Group Plc (UK) (represented by the Group Managing Director)
Purpose of Role	<p>The Brigade Group saves lives by providing commercial vehicle and mobile machinery drivers with visibility and warning of people, cyclists, other vehicles and objects in blind spots around their vehicle.</p> <p>It does this on a global basis, through 9 subsidiary companies in North America and Europe, plus a well-established network of independent distribution partners around the world. HQ is in Kent, UK.</p> <p>Brigade's UK subsidiary is the largest and most profitable in the Group, so hugely important to the Group's success. The current MD is taking a Group role, so there is an opportunity for a dynamic individual with a track record of success at building effective teams, maximising opportunities, and growing bottom line profits to join this highly successful multi-national Group.</p>
Primary Duties and Responsibilities	<p><b>Responsibility for:</b></p> <p>The profitable trading performance of the company within the scope of:</p> <ul style="list-style-type: none"><li>• The Business Plan and budget as agreed with the Board of Directors;</li><li>• The financial resources available;</li><li>• The vision, mission, strategy and structure as set by the Board of Directors.</li></ul> <p>Inspirational leadership as well as management of the UK team and day-to-day running of the business.</p> <p>The efficient and effective day-to-day operation of the company.</p> <p><b>Leadership:</b></p> <ul style="list-style-type: none"><li>• Participate with the Board of Directors in developing strategic plans that support Group vision, mission, strategic goals and objectives.</li><li>• Act as a professional advisor to the Board of Directors on all aspects of the company's activities.</li><li>• Act as a spokesperson for the company.</li><li>• Lead, guide, coach, motivate and supervise employees in the achievement of company and business relevant personal goals.</li><li>• Lead by example, presenting at all times a professional, positive, enthusiastic, committed, motivated and motivational attitude whilst with colleagues or customers.</li></ul>

	<p><b>Planning &amp; management:</b></p> <ul style="list-style-type: none"> <li>• Work with colleagues and the Board in the preparation of:             <ul style="list-style-type: none"> <li>• Annual operational business plans, (eg marketing communications, sales, and HR plans) designed to achieve agreed strategic goals and objectives.</li> <li>• Annual sales and expenditure forecasts for the company, leading to preparation (assisted by Group accounts team) of a draft budget for the following financial year.</li> <li>• A comprehensive draft budget – to be presented to the Board for approval.</li> </ul> </li> <li>• Approve expenditures within the authority delegated by the Board.</li> <li>• Work within the bounds of the approved budget.</li> <li>• Ensure all staff comply with Brigade Financial procedures and disciplines.</li> <li>• Uphold the importance of management accounting and support staff in the production of monthly management and annual accounts.</li> <li>• Work with external advisers and staff to ensure company compliance with country specific regulations and legislations.</li> </ul> <p><b>Human resources management:</b></p> <ul style="list-style-type: none"> <li>• Oversee implementation of and adherence to the company’s HR policies, procedures and practices.</li> <li>• Establish a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.</li> <li>• Recruit, interview and select staff that have the right technical and personal abilities to help achieve the company's business plan and strategic goals.</li> <li>• Ensure that all staff receive an orientation/induction to the company and that appropriate training is provided on an on-going basis.</li> <li>• Implement an appraisal and personal development process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual or bi-annual performance review.</li> <li>• Coach and mentor staff as appropriate to improve performance.</li> <li>• Discipline staff when necessary using appropriate techniques.</li> <li>• Release staff when necessary using appropriate and legally defensible procedures.</li> </ul> <p><b>Risk management:</b></p> <ul style="list-style-type: none"> <li>• Identify and evaluate the risks to the company's people (clients, staff, management, volunteers), property, finances, goodwill, and image and implement measures to control risks.</li> <li>• Ensure that the company carries appropriate and adequate insurance coverage.</li> </ul>
Limits of Authority	<p>Some matters are ‘reserved’ for ratification/decision by the Board. These include:</p> <ul style="list-style-type: none"> <li>• Senior manager recruitment and employment; eg above the level of a regional sales person</li> <li>• Financial budgets and targets</li> <li>• Expenditure above £10,000 in total for the product or project.</li> </ul>



	<ul style="list-style-type: none"><li>• All payments above £10,000 must be countersigned or authorised in writing by a Director of the Parent Company and are subject to any agreed restrictions that may be put in place by the Parent Company.</li></ul>
Working Relationships	<ul style="list-style-type: none"><li>• Teamworking, co-ordination and co-operation with Group and Head Office colleagues, especially head office executive directors.</li><li>• Planning, organisation and leadership of UK team meetings, training courses and workshops.</li><li>• Participation in Group team meetings, training courses and workshops as required.</li><li>• Ensure that an excellent supplier/customer relationship is established and maintained at all times.</li><li>• Develop excellent relationships with other Brigade Subsidiaries</li></ul>



Brigade Electronics (UK) Ltd

Person Specification

Essential	Ideal
<p>1. <i>Education and Training</i></p> <p>1.1 University degree in a related field</p> <p>1.2 Proven management at a business finance function.</p> <p>1.3 Sales, sales management, and field sales management</p> <p>1.4 Marketing and marketing communications</p>	<p>MBA</p>
<p>2. <i>Knowledge, Skills and abilities</i></p> <p>2.1 Minimum 5 years' experience in the commercial vehicle and/or mobile plant and/or automotive industry.</p> <p>2.2 Minimum 5 years' experience in a marketing and/or sales role. Proven sales development skills.</p> <p>2.3 Knowledge of leadership and management principles</p> <p>2.4 Minimum of 3 years people management experience and able to demonstrate strong management and co-ordination skills, preferably as a CEO of a company.</p> <p>2.5 Working knowledge of UK commercial law, including HR, occupational health &amp; safety, Modern Slavery, GDPR, CSR, etc.</p> <p>2.6 Proven Project Management skills.</p> <p>2.7 Proficient in the use of IT for word processing, financial management, customer relationship management (CRM), proposals and presentations, email, internet, verbal and non-verbal communications.</p> <p>2.8 Genuine interest in modern technology and capable of quickly understanding new products and seeking out sales opportunities.</p> <p>2.9 Proven experience of understanding financial management information and its importance in running a business.</p>	<p>Track record of success in:</p> <p>a) A field sales role;</p> <p>b) Marketing communications;</p> <p>c) Project management;</p> <p>d) Team management and leadership</p> <p>Familiar with Microsoft Navision</p> <p>Track record of using CRM as a central store of customer information and stage in the sales cycle – leading to sales success.</p>

<p>3. <i>Personality and Motivation</i></p> <p>3.1 Motivation: Self-motivated and takes full responsibility for the quality of own work.</p> <p>3.2 Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.</p> <p>3.3 Behave Ethically: Understand ethical behaviour and business practices and ensure that own behaviour and the behaviour of others is consistent with these standards and aligns with the values of the company.</p> <p>3.4 Build Relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the company.</p> <p>3.5 Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.</p> <p>3.6 Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organisational effectiveness.</p> <p>3.7 Lead: Positively influence others to achieve results that are in the best interest of the company.</p> <p>3.8 Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the company.</p> <p>3.9 Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities</p> <p>3.10 Plan: Determine strategies to move the company forward, set goals, create and implement actions plans, and evaluate the process and results.</p> <p>3.11 Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.</p> <p>3.12 Think Strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the company.</p>	
<p>4. <i>Interpersonal Skills</i></p> <p>4.1 High level of interpersonal and communication skills, with the ability to empathise and communicate effectively at all levels with customers, company and Group colleagues, and company and Group directors.</p> <p>4.2 A natural relationship builder.</p> <p>4.3 A 'people person'.</p>	



4.4	Helpful and approachable.	
4.5	Strong focus on delivering excellent customer service	
5.	<i>Other requirements</i>	
5.1	Innate time manager	
5.2	Flexibility to work beyond normal business hours when required	
5.3	Extensive travel and time away from home.	