

## Job Specification

<b>Position</b>	Group Head of Marketing & Sales
<b>Reporting to</b>	Managing Director
<b>The Company</b>	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years.</p> <p>Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations.</p> <p>The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
<b>Purpose of Role</b>	<p>Great opportunity for a senior B2B marketer with exceptional marketing and sales skills to join a dynamic and fast growing multi-national company. The role requires a strategic thinker, with experience of designing and delivering marketing and sales strategies aligned to business goals.</p> <p>Reporting directly to the Managing Director you will join the leadership team and play a leading role in formulating the Group's strategic plans. You will have overall responsibility and accountability for global marketing and sales of the company's products. You will lead and mentor the Group marketing and sales teams and work closely with subsidiary marketing and sales operations to ensure the Company meets its short and long-term sales targets.</p>
<b>Key Attributes:</b>	<p>The successful candidate:</p> <ul style="list-style-type: none"> <li>Will have excellent communication skills and the energy and dynamism required to lead and inspire teams to deliver against their targets.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Ideally will have gained both marketing and sales experience working at senior level in a global B2B organisation with a strong technical focus.</li> <li>• Will be able to demonstrate a keen understanding of the principles and practices of sales management – and to have a proven track record in this respect.</li> <li>• Will have a sound understanding of marketing principles and practices and be able to demonstrate success in bringing sales and marketing together for maximum effectiveness.</li> <li>• Will have an innovative and pioneering streak, as well as an analytical approach, using a combination of these to identify opportunities for growth.</li> <li>• Will be able to achieve results through others.</li> <li>• Will have a thirst for growth, and a keen eye on pace.</li> </ul>
<b>Key Responsibilities</b>	<p>The successful candidate will:</p> <ul style="list-style-type: none"> <li>• Be a member of both the Leadership Team and the Group Management Team</li> <li>• Have overall responsibility for the Group’s sales and gross profit performance and achievement of sales and gross profit targets.</li> <li>• Lead, guide and coach the marketing and sales teams throughout the Brigade Group;             <ol style="list-style-type: none"> <li>a) Lead, mentor and line manage the Group Marketing Manager, the Head of Product Management, the Export and OEM Sales Managers and the Sales Development Manager.</li> <li>b) Lead and indirectly (matrix dotted line reporting) manage the Group subsidiaries’ marketing &amp; sales teams.</li> <li>c) Recruit, lead, coach, guide and develop talent and skills in the marketing and sales teams.</li> </ol> </li> <li>• Line manage and coach some of our subsidiary CEOs.</li> <li>• Develop positive relationships with key clients/customers around the world</li> <li>• Seek out and develop business opportunities in target markets</li> <li>• Represent the business at conferences and trade fairs, including presentations and public speaking as required</li> <li>• Identify new applications and/or new product development opportunities.</li> <li>• Participate in annual business strategy review and planning.</li> </ul>

	<ul style="list-style-type: none"> <li>• Participate in annual business budget planning, including the setting of company sales and profit targets</li> <li>• Report to senior management and Directors/the Board on marketing and sales performance and related matters</li> </ul>
<p><b>Key Tasks, but not limited to</b></p>	<p>Coach and oversee UK and overseas team members in timely development, writing and execution of ‘joined up’ marketing and sales plans to:</p> <ol style="list-style-type: none"> <li>Meet Group targets for sales and profitability.</li> <li>Maximise sales in all industry and customer groups (market segments) identified as targets in the company’s strategic business plan.</li> <li>Maximise sales by product group and achieve targets by product group and/or specific product(s)</li> </ol> <p>Take responsibility for:</p> <ol style="list-style-type: none"> <li>Prices and price lists throughout the Group.</li> <li>Ensuring that self, sales, and relevant marketing personnel thoroughly understand:             <ol style="list-style-type: none"> <li>the technical, functional, operational and performance aspects of all the company’s products.</li> <li>the correct/recommended application for all the company’s products (e.g. suitability for which vehicle/machine types, and which environments and typical industries)</li> <li>and use IT and other sales and marketing assistance systems and tools</li> </ol> </li> <li>Overseeing the timely implementation of planned marketing and sales activities – and the meeting of sales and profit targets.</li> <li>Proactively champion, coach, encourage and ensure maintenance of accurate and up-to-date records of customer interactions and progress through the sales process/pipeline via the company’s CRM system:             <ol style="list-style-type: none"> <li>Promoting to all sales staff the benefits of its use.</li> <li>Using, and ensuring that Sales and Marketing Managers use, the CRM system and BI as a management tool; to monitor salesperson activity, efficiency, and effectiveness.</li> </ol> </li> <li>Kick starting sales of all newly released products to meet or exceed sales levels forecast in the Business Case for these.</li> <li>KPI reporting to the Board sales v targets, sales activities, sales forecasts and future sales predictors and pipeline reports.</li> <li>Recruiting direct reports and overseeing recruitment of indirect report sales team members.</li> <li>Leading, managing, training, coaching, and motivating the sales teams in achievement of their goals.</li> </ol>

	<ul style="list-style-type: none"> <li>i) Identify and develop new markets for the company's products in existing territories.</li> <li>j) Develop new territories for the company's products overseas, either by subsidiary/joint ventures or distributors.</li> <li>k) Play a leading part in New Product development proposals and plans, based on market demand, feedback, and research.</li> <li>l) Establish sales objectives by forecasting and developing annual sales quotas for regions and territories, projecting expected sales volume and profit for existing and new products.</li> <li>m) Develop incentive schemes to encourage team members to give of their best.</li> <li>n) Ensure that sales teams are delivering desired results. Supervise them and track their performances through appropriate monitoring and reporting systems.</li> <li>o) Maintain and improve relations with key customers.</li> <li>p) Plan and manage sales resources according to agreed budgets.</li> <li>q) Participate in Management Team meetings.</li> <li>r) Submit annual sales forecast for approval when requested.</li> <li>s) Participate in annual pricing review and make decisions about price requests that fall outside the company's standard pricing guidelines.</li> <li>t) Develop and manage Team Induction Programme for new recruits and provide training as appropriate.</li> <li>u) Review and recommend salary levels for sales staff.</li> <li>v) Liaise with Marketing for literature/exhibitions/promotions.</li> </ul>
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## Person Specification

Essential	Desirable
<p><b>Qualifications &amp; Training</b></p> <ol style="list-style-type: none"> <li>1. Degree level education or equivalent</li> <li>2. Business/Management qualification e.g. MBA, ISM, CIM.</li> <li>3. Maths and English O-Level/GCSE at grade C or above</li> </ol>	<ol style="list-style-type: none"> <li>1. Professional training in strategic selling and negotiating skills</li> <li>2. Marketing degree or IDM/CIM Diploma</li> </ol>
<p><b>Experience and Skills</b></p> <ol style="list-style-type: none"> <li>1. A sound understanding of marketing principles and practices and be able to demonstrate success in bringing sales and marketing together for maximum effectiveness</li> <li>2. 5 years proven business to business marketing experience</li> <li>3. Will be able to demonstrate a keen understanding of the principles and practices of sales management – and to have a proven track record in this respect</li> <li>4. Consistently meeting financial targets and achieving sales growth</li> <li>5. Experience in managing and developing teams, both remotely and office-based staff of all abilities</li> <li>6. Strong project management skills</li> <li>7. 5+ years of proven sales management skills.</li> <li>8. Track record of selling overseas.</li> <li>9. Successful use by self and team of a recognised CRM system.</li> <li>10. Excel – Intermediate or above</li> <li>11. Ability to understand and analyse company accounts</li> </ol>	<ol style="list-style-type: none"> <li>1. Experience or evidence of an aptitude for marketing and promotional work</li> <li>2. Understanding of commercial vehicle electronic systems market</li> <li>3. Previously run or managed a business</li> </ol>
<p><b>Personality and Motivation</b></p> <ol style="list-style-type: none"> <li>1. A creative thinker with an innovative and pioneering streak, as well as an analytical approach, using a combination of these to identify</li> </ol>	

<p>opportunities for growth</p> <ol style="list-style-type: none"> <li>2. Able to achieve results through others</li> <li>3. Has a thirst for growth, and a keen eye on pace.</li> <li>4. Self-motivated and takes responsibility for own work</li> <li>5. Ability to work to targets and tight deadlines</li> <li>6. Ability to prioritise tasks and flexibility to multi-task</li> <li>7. Demonstrates initiative, enthusiasm and a positive approach</li> </ol>	
<p><b>Interpersonal Skills</b></p> <ol style="list-style-type: none"> <li>1. Excellent communication skills with the ability to express oneself easily with customers, management and colleagues</li> <li>2. Confident presenter to internal and external audiences</li> <li>3. Inspires trust and respect</li> <li>4. Helpful and approachable</li> </ol>	
<p><b>Communication &amp; language skills</b></p> <ol style="list-style-type: none"> <li>1. Excellent command of the English language, both written and spoken</li> </ol>	<p>Additional languages would be advantageous</p>
<p><b>Other requirements</b></p> <ol style="list-style-type: none"> <li>1. Innate time manager</li> <li>2. Able to work flexible hours as required</li> <li>3. Able to travel on a national and international basis as required</li> <li>4. Is in possession of a full UK driving license</li> </ol>	