

<b>JOB TITLE</b>	Sales & Marketing Manager	<b>PRIMARY LOCATION</b>	Central Belt of Scotland
<b>DEPARTMENT</b>	Sales Department	<b>HOURS OF WORK</b>	9am-5.30pm Mon-Fri
<b>SALARY</b>	Dependent on Experience	<b>CONTRACT TYPE</b>	Permanent
<b>HIGHNET</b>			
<p>We provide a wide range of innovative and progressive telecommunications solutions, products and services to business across the UK through our dedicated Channel Partners.</p> <p>Our staff take great pride in ensuring that every client gets a best in class experience; this makes our customer retention one of the highest in the telecoms industry. Each team boasts specialist skills ensuring that we remain experts in our field and drive long-term business relationships.</p>			
<b>JOB DESCRIPTION</b>			
<p><b>RESPONSIBILITY</b> Reporting to the Managing Director, you will be responsible for overseeing all sales and marketing activities of the Company to meet the Company's growth objectives. You will be responsible for leading and managing the Sales Team to sell our voice and data products through our Channel Partner base to achieve company targets. You will also be responsible for ensuring that marketing efforts are correctly aligned with sales objectives and processes.</p>			
<p><b>MAIN DUTIES*</b></p> <ol style="list-style-type: none"> <li>1. Plan, create and deliver on a sales lead marketing strategy in conjunction with our outsourced marketing team Managing team performance</li> <li>2. Managing the Sales Team to deliver upon agreed sales/targets</li> <li>3. Promoting the company's existing brands and introducing new products to the market</li> <li>4. Leading and motivating the Sales Team to achieve the best results possible</li> <li>5. Engaging with and developing our Channel Partner base to maximise customer acquisition, revenue and growth opportunities.</li> <li>6. Recruiting, training, coaching and managing the Sales Team in line with human resource objectives</li> <li>7. Setting activity and revenue/new business/etc. targets/KPIs for all members of the Sales Team</li> <li>8. Developing effective sales processes (e.g. for lead generation/L2C) and identifying key areas for improvement within the sales process</li> <li>9. Ensuring that marketing efforts are correctly aligned with sales objectives and processes, including campaigns and social media content</li> <li>10. Keeping the marketing agency informed of relevant changes and information regarding market conditions, sales team requirements, product developments and campaign results</li> <li>11. Monthly reporting to the Board on sales performance against target</li> <li>12. Attending industry events and conferences to generate new business leads</li> <li>13. Acting as a spokesperson for the organisation at sales events and conferences</li> </ol>			
<p><i>*This list is not exhaustive, and all personnel may be required to perform duties out with their normal responsibilities from time to time.</i></p>			
<b>REQUIRED SKILLS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	
<b>EDUCATION &amp; TRAINING</b>	<ul style="list-style-type: none"> <li>• General education to 'A' level standard, including GCSE or equivalent in Maths and English language</li> </ul>	<ul style="list-style-type: none"> <li>• Degree level education</li> </ul>	
<b>RELEVANT EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience in the IT/telecoms industry</li> <li>• Minimum 5 years sales management experience</li> </ul>		

<b>SPECIAL SKILLS</b>	<ul style="list-style-type: none"> <li>• An in-depth knowledge and understanding of sales and marketing</li> <li>• High standard of numeracy and literacy skills</li> <li>• Influencing skills to a level demonstrated by practical examples of achieving 'buy in' to services/products offered</li> <li>• Ability to develop and deliver detailed business plans</li> <li>• PC skills to intermediate level, Excel in particular</li> <li>• Financial knowledge – working knowledge of how to read and analyse financial statements – P and L, plus balance sheets and cashflow statements.</li> <li>• Understanding of ROI</li> </ul>	
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• Self-motivated</li> <li>• Ability to thrive and adapt in a climate of rapid change</li> <li>• Ability to achieve long term margin streams through account management and identification of opportunities</li> </ul>	
<b>OTHER</b>	<ul style="list-style-type: none"> <li>• Must be able to manage work effectively from a home base, with Head Office support being provided remotely</li> <li>• Full UK driving licence</li> <li>• Flexible and mobile – must be able to meet customer requirements in terms of early starts/late finished to the working day</li> </ul>	
<p>The successful candidate will have the passion and determination to deliver a best in class service to all customers. They will be a strong team player with innovative thinking but will be equally comfortable taking ownership of their tasks and working under their own initiative.</p>		

To apply for this position please email your CV to [recruitment@highnet.com](mailto:recruitment@highnet.com)