



<b>Job Title:</b>	<b>Sales &amp; Marketing Manager</b>	<b>Report To:</b>	<b>Managing Director</b>
<b>Department/Group:</b>		<b>Security Type#:</b>	<b>SC</b>
<b>Location:</b>	<b>STSDefence Ltd Gosport</b>	<b>Travel Required:</b>	<b>Yes</b>
<b>Level/Salary Range:</b>		<b>Position Type:</b>	<b>Full Time</b>
<b>Job Description</b>			
<p><b>Job Purpose:</b></p> <p>This will be a key role within the business as it aims for rapid growth over the forthcoming 4-5 year period. You will head a sales team who will need to drive the business from a £12m turnover to £20m during this period. Within the role, you will play an active part in the marketing of the business and creating the strategy for moving the business forward. You will also develop a strong link between the marketing and sales functions. We are looking for someone who will show enthusiastic support for the expansion plans of the business with a real desire to succeed.</p> <p>Reports to: Managing Director</p> <p>Based in: The successful applicant will be situated at the Gosport office. They will be expected to visit and build relationships with customers as well as accompanying sales team members at appointments. To demonstrate an ability to respond to business change requirements, drive improvements in standards and comply with government initiatives. To develop, lead and deliver strategic improvements and initiatives.</p> <p><b>Candidates must be able to demonstrate:</b></p> <ul style="list-style-type: none"> <li>• Experience in defence, aerospace &amp; homeland security markets.</li> <li>• Experience in CEM provision.</li> <li>• Effective client management, negotiation and communication skills</li> <li>• Team leadership</li> <li>• Commercial awareness and strong financial management skills</li> <li>• Technical awareness</li> <li>• Adaptability</li> <li>• Innovative thinking.</li> </ul> <p><b>Duties:</b></p> <ul style="list-style-type: none"> <li>• Develop an overall strategy for marketing - including related plans for the identification of sales opportunities in targeted areas, supporting this with marketing activities etc.</li> <li>• Establish annual sales targets for sales team and then ensure that they are met, with associated reporting &amp; analysis</li> <li>• Promote STSDefence Ltd to prospective customers through the targeted markets worldwide.</li> <li>• Ensure that STSDefence Ltd maintains an appropriate profile in relevant publications</li> <li>• Help develop the sales team function so that internal and external sales activities are integrated.</li> <li>• Recruit and manage a small team to fulfil all sales &amp; marketing tasks.</li> <li>• Contribute to the overall management of business.</li> <li>• Building market position by developing sales &amp; marketing plan for growth and formulating strategic</li> </ul>			



direction.

- Identify trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
- Locate or propose potential business deals by contacting potential partners; discovering and exploring opportunities.
- Screen potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities.
- Close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Accomplish human resource objectives by recruiting, training, assigning, scheduling, coaching, and counselling employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions.
- Achieve operational objectives by contributing information and recommendations to strategic plans and reviews; preparing and completing action plans;

**Skills/Qualifications:**

- Sales & Marketing experience, including the ability to formulate and implement a suitable sales & marketing strategy
- Highly desirable skills & experience:
  - Previous leadership experience in the field of sales or marketing
  - Strong people management skills
  - Strong negotiation & communication skills
  - Experience working with and marketing to the defence, aerospace & homeland security markets
  - Ability to problem solve and implement subsequent improvements
  - Good IT and reporting skills

**Additional Information**

- SECURITY – All candidates must be in a position to obtain UK security clearance to SC level. Additional restrictions may apply on certain defence programmes

Reviewed By:			
Approved By:	<b>Managing Director</b>	Date:	11/01/11
Last Updated By:		Date:	