



Head of Sales and Marketing

Job Title:	Head of Sales and Marketing
Full or part-time role:	Full Time - 40 hours per week
Main purpose:	To Promote SC Group in target markets in line with Strategic Sales goals, increase 'Brand' awareness in line with Company Values and promote effective communications, both internally and externally.

As an SC Group employee you should work as part of the team, being flexible in your approach to your work, fulfilling any reasonable request to do any task that arises and is within your capability. The information below provides details on the key responsibilities of your role.

Key Responsibilities	Other Responsibilities
<ul style="list-style-type: none"> • Work across all business streams to build strategic sales and marketing plans in line with organisation objectives • Deliver effective and measurable marketing campaigns to help the business streams maximise potential opportunities • Manage sales and marketing budget, maximising value for money • Continually develop cost effective marketing materials to maximise 'Brand' awareness • Manage subcontractors to ensure deliverables are met • Manage internal communications 	<ul style="list-style-type: none"> • To ensure Personal Data is managed in compliance with company policy

The right person for this role will:

- Be able to effectively communicate with customers, suppliers and all members of the Group
- Be good at dealing with problems and challenges efficiently and effectively
- Be a 'thinking performer' who challenges the way things are done to find and implement improvements to the way we work.
- Be someone who doesn't accept the status quo.
- Be someone who uses their initiative and is self-motivated - proactive not reactive.
- Want to continuously improve themselves (skills and behaviour)
- Embody and promotes the company values
- Add something unique to the team (e.g. skills, experience, attributes).
- Be versatile, adaptable and resourceful

PERSON SPECIFICATION	
Essential	Desirable

Work based competences	<ul style="list-style-type: none"> • Ability to manage people, budgets and projects • Negotiation, influence and collaboration • Excellent communication skills • Creativity, innovation and continuous improvement • Strategically minded 	
Behavioural competencies	<ul style="list-style-type: none"> • Proactive • Leads by example • Able to lead and mentor • Logical and thorough approach to record keeping • Driven to achieve quality in all that he/she does • Able to work effectively under pressure • Able to work on your own initiative and maintain your own motivation. • Honesty and Integrity 	<ul style="list-style-type: none"> • Balances creative flair with a disciplined approach and good organisational skills
Qualifications & experience	<ul style="list-style-type: none"> • Experience in a senior sales/marketing role and relevant qualifications to support. 	<ul style="list-style-type: none"> • Cross sector marketing experience • Engineering and marine experience
Organisational fit	<ul style="list-style-type: none"> • Team Player • Able to work on an outcome related performance system. • Embraces and promotes the culture and values of the organisation • Understanding of working in the Private sector 	