

JOB SPECIFICATION

Job Title: Regional Sales Manager / Quadome
Reporting to: Head of Sales, UK Radar & Naval Solutions
Direct Reports: None

Job Scope

The main role of the function is to develop, oversee and direct the strategic marketing efforts of the business unit/department aimed at promoting and achieving brand awareness and recognition with Customers, Stakeholders and Staff, linked to the focus markets that the company operates within.

The sales function drives product sales by focused sales campaigns and focused messaging to target customers and end users. Thirdly, business development focuses on identifying new business opportunities, including the markets, growth areas, trends, customers, products, and services.

Sales and business development activities to position Quadome, grow the pipeline and ensure order intake for the European market.

Job Functions

- Identify and prioritise key market areas
- Meet targets established by Sales Forecasts for allocated territories
- Establish and maintain Marketing representation in allocated territories & help identify marketing opportunities
- Key account management
- Negotiate and agree contracts on behalf of HENSOLDT UK
- Understand customer requirements and advise on system design
- Help identify new markets and services
- Plan and execute sales activities within the Region as defined by the Head of Sales
- Input data into Company system to feed the sales forecast for the areas defined by the Head of Sales
- Use the Company system to provide information on opportunities.
- Utilise the Company system to enable reports as to achievement of sales targets to be produced
- Use the software tools supplied to prepare quotations for new and existing customers
- Make presentations to both customers and internal departments
- Liaise with Overseas marketing channels
- Take full responsibility for profitability of accounts, including payment terms & debt management/recovery where required
- Provide and maintain data to support the Marketing Databases
- Maintain continuous awareness of HENSOLDT UK equipment
- Provide input for Product Development and new Product design
- Maintain continuous awareness of competitor and third party equipment
- Attend conferences and exhibitions, meeting with customers and partners
- Provide support and input for marketing activities such as new brochures, mailshots, exhibitions etc.
- Complete and submit Counterparty Due Diligence documentation as required
- Travel overseas is required, and is considered a regular feature of this role. Requests could be made at short notice.
- Any other tasks associated with the above functions

Recruitment Requirements

- Undergraduate qualification in Electronic Engineering or any relevant field
- 5 - 10 years' experience in the defense environment and/or military service
- Experience in primary radar, secondary radar in land and naval solutions
- RF communication and systems engineering experience is an advantage
- Acumen for sales and marketing, with excellent verbal and written communication skills
- Proposal writing, presentation creation and delivery skills.
- Business development activities to support the sales pipeline

Overseas Employee Health & Safety Compliance

- The job holder will be expected to comply with any reasonable operational instruction or procedures relating to Company policies, reporting, and controls.
- It also places a duty on employees to cooperate with their employer so far as is necessary to enable their duties to be complied with including the appropriate use of personal protective equipment (PPE)
- Failure to comply with this duty may result in the Company invoking the disciplinary procedure

SKILL MATRIX:

Job Title/Employee	Regional Sales & Marketing Manager - Quadome
Skills	
Negotiation	3
PC skills	3
Presentation skills	3
Organisational skills	4
Time management	4
External communication	4
Internal communication	4
Financial acumen	3
Administrational skills	3
Report writing	3
Scheduling	4
Customer relationship management	3
Product knowledge	4
Commercial skills	3
Customer knowledge	3
Competitor knowledge	3
Problem solving	2
Leadership	2
Delegation	2
Decision making	2
Discipline	4

Grading System:

- 0 No knowledge**
- 1 General low level of competency**
- 2 Competent in some respects**
- 3 Competent in most respects**
- 4 Fully competent in all aspects**

<u>Authorised Job Spec.</u>	
Job Holder:
Date:
Direct Report Manager:
Date:
07.02.24	