

## Head of Sales & Marketing

### POWER & DISTRIBUTION TRANSFORMERS

This is a fantastic opportunity for a strong, dynamic sales and marketing professional to join the Senior Management Team of an established family owned business based in Leeds. Wilson Power Solutions are a leading manufacturer and supplier of electrical power distribution equipment and pioneers of super low loss amorphous transformer technology. Our flagship product saves money, saves energy, cuts carbon and offers an innovative solution to the worldwide challenge of reducing energy wastage.

#### The Role:

- Reporting to the MD you will deliver strategic Sales & Marketing plans to achieve budget and secure growth in both existing and new revenue streams
- To ensure business operation KPIs and revenue generated are met on monthly basis.
- To be a member of the Senior Management Team owning and reporting on relevant KPI's and projects.
- Management of the sales and marketing teams
- To develop client relationships and provide on-the-ground support for the Regional Sales Managers as they generate leads and close deals
- Management of CRM and reporting of field sales information
- Chairing and attending relevant sales and marketing meetings, providing guidance, direction and solutions
- Development of Product Branding
- Plan, manage and monitor all marketing activities and campaigns to drive sales and reinforce brand positioning
- Build strategic relationships with industry experts
- Monitor competitors' products, including relevant sales and marketing data
- Attend and present at Company events; exhibitions and CPD's across the UK, Europe and Worldwide

#### To Succeed you will have-

- Demonstrable work experience in both sales and marketing working at a similar level
- Industry knowledge in the Electrical Power Sector is essential, ideally in transformers
- Proven sales track record with a natural ability to build rapport and with a hunger for success
- Possess leadership and man-management experience with the ability to motivate & develop
- Positive, forward thinking and proactive
- Must be flexible as UK and international travel forms part of the role.
- Possess highly developed business acumen to manage decision making in a family business culture
- Confident and dynamic personality must be able to demonstrate excellent communication skills at all levels

#### Salary and benefits:

- Salary negotiable
- 25 days holiday per year plus bank holidays
- OTE Bonus Scheme
- Healthcare scheme
- Pension
- Free Parking on site

Please email your CV along with a covering letter detailing your current salary to the HR Manager, [hr@wilsonpowersolutions.co.uk](mailto:hr@wilsonpowersolutions.co.uk). Closing date for applications is **Friday 15<sup>th</sup> March**. All applicants must be able to demonstrate their right to work in the UK. No Agencies

