

Position Description

Argus Heating Ltd

General Manager Sales & Marketing

May 2018

This document is subject to review from time to time

Section A

- Position:** General Manager Sales & Marketing
- Reports to:** CEO
- Direct Reports:**
- Marketing Manager
 - Sales Engineer – Bulk Container Heating
 - Technical Sales – Industrial Heating Element

Section B

- Positive Objective**
- Responsible for driving sales strategies and activities to maximise long term revenue opportunities in key international markets
 - Responsible for meeting expected sales earnings to enable Argus Heating Ltd's goals for growth and profitability to be met
 - Responsible for leading pre and post sales support to the end customer
 - Provide marketing oversight and market analysis in order to activate global sales activity

Functional Relationships:

Internally

- CEO
- Finance Manager
- Operations Manager
- Technology Manager
- Board of Directors

Externally

- Strategic Partners
- Customers

Nature and Scope:

Argus Heating Ltd is a leading specialist in electrical heating element design and manufacture for over 50 years, providing bulk container heating solutions to

industrial and commercial clients across the world. Argus Heating is a company focused on quality and continuous improvement.

Limitation of Authority

**Organisational
Dimensions:**

Staff Numbers:

Annual Turnover:

Assets:

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Section C – Key Tasks and Specific Accountabilities

1 International Market Development

The General Manager Sales & Marketing will identify opportunities through developing a rapid understanding of the company's products, target customers, competitors and key market trends which will maximise revenue opportunities, differentiate value propositions from competitors and develop commercially viable new markets for Argus Heating Ltd.

Expected Results

- (a) Drive the company's sales strategies and activities to maximise long term revenue opportunities in key international markets
- (b) New strategic and commercial prospects are actively sought out and identified, customer acquisition plans are in place (projected timeframes, revenues, margins and growth targets)
- (c) Appropriate due diligence and evaluation of potential commercial opportunities are undertaken and the structure around business propositions is developed before submitting business cases to the CEO and Board for consideration
- (d) Competitor sales and product positioning strategies are monitored and opportunities that can create or maintain a competitive edge are exploited to maximum commercial advantage
- (e) Potential and existing customers' present and future needs are identified, and solutions are proposed in order to position Argus Heating Ltd to maintain revenue growth
- (f) Pricing policies are established and remain competitive to ensure company profitability
- (g) The status of all prospects in the commercial development pipeline are organised, tracked, documented and reported on

2 Strategic Vision for Growth

The General Manager Sales & Marketing will be responsible for preparing and executing the strategic business development plan for Argus Heating Ltd, in conjunction with the CEO.

Expected Results

- (a) The vision of the Company and its direction established by the CEO and the Board are actively supported and delivered
- (b) A strategic commercial development plan that maximises return and minimises risk resulting in growth of new markets is developed
- (c) Commercial development plans meet company strategic objectives and regular updates of progress against plans is communicated to the CEO and the Board

3 Commercial Negotiations

The General Manager Sales & Marketing will ensure commercial opportunities are capitalised on and commercial risks are minimised.

Expected Results

- (a) Identify, implement, negotiate and conclude deals with strategic partners and clients to achieve financial returns
- (b) All parties are kept informed and involved where appropriate through the negotiation and contract management process to ensure deals are realised and client acquisition and retention is achieved
- (c) Existing commercial arrangements will be reviewed annually to ensure they meet with the aims of the business
- (d) Contracts will be developed, negotiated and maintained in such a way as to protect the company's intellectual property and reduce commercial risk
- (e) Advice will be provided and sought on strategies to manage international legislation and commercial risk
- (f) Establish price policies and guidelines that are aligned to the strategic objectives of Argus Heating Ltd

4 Marketing and Brand Management

The General Manager Sales & Marketing will activate market share through effective marketing, branding and promotion of Argus Heating Ltd's capabilities.

Expected Results

- (a) Develop and implement the annual Marketing Plan in line with the company's strategic business direction which meets revenue growth targets and ensures optimal branding and imaging of Argus Heating Ltd in the market
- (b) Ensure marketing collateral is well targeted for the key customer segments
- (c) Appropriate market research will be conducted or organised to gain an understanding of current and emerging issues and trends to identify opportunities and leads with current and potential customers
- (d) Proactive advice based on market and industry trends is given to the CEO and the Board on the identification of new and viable commercialisation opportunities

5 Customer and Relationship Management

The General Manager Sales & Marketing will be required to develop and foster positive relationships, networks and contacts with key industry players, strategic partners and networks.

Expected Results

- (a) Develop high level relationships with key customers through regular communication and visits. Obtain a thorough understanding of customers' structural and commercial environments to maximise influence
- (b) Maintain a strong profile and networks in the relevant sectors and markets and represent Argus Heating Ltd's business globally through forums, trade shows and conferences as required
- (c) Establish and maintain relationships and communication with stakeholders, industry players and other relevant parties and through this identify opportunities for commercial development
- (d) Through monitoring customer sales performance, ensure all commercial commitments and quality are met in line with volume, price, margin forecasts and agreements

6 Project Management

The General Manager Sales & Marketing plans and directs all pre and post commercial sale activities, including joint development projects involving other business disciplines and third parties to ensure contract terms and conditions are managed and monitored to the satisfaction of the customer and within the boundaries of the business capability.

Expected Results

- (a) Ensure strong consensus and working relationships exist with other business units and shareholders which enable a cooperative and coordinated approach to commercial development programmes
- (b) Ensure the sales through to order process are project managed utilising structured evaluation programmes from initial discussions through to testing and negotiation of commercial arrangements

7 Financial Monitoring and Sales Reporting

The General Manager Sales & Marketing, in conjunction with the Finance Manager, is responsible for ensuring approved sales and financial targets are achieved and budgets are met, and for monitoring and reporting on revenue, margins and expense performance and initiate corrective action where required.

Expected Results

- (a) Ensure accurate sales forecasts are maintained

- (b) Ensure the development and annual collation of accurate sales budgets and plans for input into the company planning process are undertaken in a timely and efficient manner
- (c) Ensure regular reporting on actual sales performance to budget with variance analysis and revised projections are provided
- (d) Sales and marketing overheads are controlled to ensure they are within approved budget constraints
- (e) Argus Heating Ltd credit control policy is monitored and adhered to

8 Team Leadership

The General Manager Sales & Marketing is responsible for ensuring the effective leadership of teams within the Sales and Marketing function.

Expected Results

- (a) Identify and maintain appropriate staffing structure and staffing levels that meet the Company's goals and objectives
- (b) Empower employees by ensuring the vision is effectively communicated and fully understood
- (c) Attract and retain high performing talent for the business
- (d) Ensure staff are utilised to their full potential and monitor progress against planned outcomes/milestones from (or arising out of) the business plan and set in place measures of success
- (e) Ensure direct reports and functional reports achieve agreed plans and provide regular feedback on performance
- (f) Conduct annual performance planning, feedback interviews and regular one on one meetings

9 Personal Development

The General Manager Sales & Marketing will be responsible for monitoring and developing their own skills and level of professionalism.

Expected Results

- (a) Participate in personal professional development skills relevant to the Company's business areas
- (b) Join relevant associations/committees

10 Other Tasks as Required

The General Manager Sales & Marketing will undertake other duties as directed by the CEO from time to time.

Expected Results

- (a) Such duties are carried out in a timely and accurate manner and in accordance with company policies and procedures

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Section D – Person Specification

Qualifications

- Suitable tertiary level qualification

Experience

- Proven sales leadership track record (at least seven years), with three years in a leadership position with experience in a related field and budgetary oversight
- Offshore experience with real knowledge on cross border trading issues including terms of trade and finance
- Proven experience in international trade of industrial products
- Strategic planning experience
- Strong interpersonal skills and the ability to build relationships with a wide range of stakeholders including: customers, suppliers and regulatory authorities
- Demonstrated experience around the application of innovation to improve a business operation
- The ability to spend a significant amount of time in offshore markets – 100+ days
- Presentation and influencing skills
- Strong negotiation skills
- The ability to build confidence in the Argus product range