Job Description

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| **Job Title** | Sales & Marketing Manager – Renewable Energy |
| **Department** | Commercial |
| **Reports to** | CCO |
| **Responsible for** | Graphic Designer (remote) and Sales Office Coordinator (remote) |

Job Purpose

We are seeking an experienced Sales and Marketing Manager with expertise in Customer Relationship Management (CRM), Sales Pipeline, Lead Generation and Marketing enablement, to drive business growth in a B2B/C space in the renewable energy and gas industry. Along with two direct reports (Graphic Designer – GD and Sales Office Coordinator - SoC), the ideal candidate will develop and implement sales strategies, enhance the visibility of Bennamann’s product solutions aligned to our brand proposition, whilst optimising customer acquisition and retention processes. Initially there may be a requirement for supporting commercial office set-up and management.

Key Responsibilities

**Sales focus**

* **Prospecting and Lead Generation:** Identify and qualify potential clients through networking, cold calling, digital marketing, and industry events, ensuring a consistent pipeline of high-quality leads and close-working and motivation of the SoC.
* **Customer Engagement:** Work with the SoC to build and maintain strong relationships with prospective and existing clients, understanding their business needs and challenges.
* **Sales Presentations:** Deliver compelling presentations to showcase the value of our services and address client needs.
* **Negotiation and Closing:** Prepare proposals, negotiate terms, and close sales deals to achieve or exceed sales targets.
* **Account Management:** Ensure customer satisfaction through ongoing support and identify upselling or cross-selling opportunities.
* **Sales Strategy:** Collaborate with the management team to develop and implement effective sales strategies, closely manage the sales pipeline and develop and execute strategic sales plans to achieve revenue targets. Collate customer requirements (product updates, new solutions etc), feeding requirements to PMO team. Support the SoC with effective management of BDM and CCO Diaries to ensure best use of time and travel
* **Reporting and Analysis:** Ensure, through the SoC, that we maintain accurate records of sales activities in the CRM system and analyse data to track progress and identify improvement areas.

**Marketing & Brand Awareness**

* **Marketing Strategy:** Create, develop and execute annual customer focused marketing plans to increase brand awareness, generate leads, and drive engagement.
* **Content Creation:** Oversee the creation of marketing materials, including digital content, sales brochures, gated content such as case studies, and sales / customer presentations.
* **Digital Marketing:** Manage online presence, including website updates, social media, email campaigns, and SEO efforts.
* **Event Management:** Work closely with the SoC to plan and coordinate industry events, webinars, and other initiatives to build brand authority and generate leads.
* **Market Research:** Stay informed about industry trends, competitive landscape, and emerging opportunities.
* **Performance Monitoring:** Analyse the effectiveness of marketing campaigns and make data-driven adjustments to optimize results in line with owning annual budgets.

**Customer Relationship Management (CRM)**

* Work with the SoC to implement and manage CRM systems to track customer interactions and improve engagement.
* Develop customer retention strategies to enhance loyalty and long-term partnerships.
* Work with the SoC to utilise data analytics to improve customer experience and drive sales.
* Train and support the sales team in leveraging CRM tools for maximum efficiency.
* Follow procedures to ensure compliance with company ISO standards, aligning with responsibility and accountability for actions as documented within [HS-105 MyC RACI](https://bennamann.sharepoint.com/sites/PeopleSharePoint/Shared%20Documents/SS%20Administration%20-%20Documents/ISO%20DOCUMENTS%20&%20PROCESS/)

**Peer group / cross team liaison**

* Maintain a good working relationship with colleagues and peers, reflecting Bennamann values

**Reporting and communication**

* Work with the SoC to manage sales process to ensure diaries, sales visits, reporting and updates are streamlined through the team
* With the SoC, manage and report on the sales pipeline and updates within the CRM
* Lead and manage weekly Sales meetings to ensure progress to targets
* Report back to ISO team, ensure updates to processes and customer feedback are shared and actioned

**Team/Management of Team**

* Proactive member of motivated and engaging team. Effective leadership, development and management of team
* Participate actively in team meetings and proactive in own review and development
* Supportive member of Commercial team, role modelling Bennamann values in both internal and external relationships
* Conscientious and caring manager, adhering to all people processes including induction, probation and performance reviews

**H&S**

* Responsible for own H&S (and that of your direct reports), adhering to company guidelines be this in an office / workshop setting, on site, in a vehicle and / or any other reasonable context
* Ensuring H&S is maintained through all department activities
* Highlight any H&S risks you identify to management
* Ensure you have any and all reasonable PPE and highlight any deficiencies to management who will address as required

Person Specification

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| **ATTRIBUTES** | **ESSENTIAL** (must have these skills or experience) | **DESIRABLE (**prepared to train or develop in these areas) |
| **Relevant Experience** Work and non-related work experience relevant to the job and organisation | **Technical/Operational**   * 10+ years of experience in sales and marketing, balancing commercial skills, acumen and proven sales success with creative and effective marketing activities * Experience in sales & marketing strategy development and execution * Proven expertise in CRM systems (e.g., Salesforce, HubSpot, or similar). * Strong background in lead generation, business development, and B2B sales. Skilled in leading and driving sales plans and people * Experience in brand management and digital marketing strategies. * Ability to analyse data, generate insights, and adapt sales & marketing strategies accordingly across departments. * Ability to handle multiple projects concurrently.   **Leadership & Management**  Excellent communication, collaboration, negotiation, and leadership skills. | Experience is preferably in the renewable energy or gas industry  Proven effectiveness in both home and office environments and in working autonomously and as part of a team and manager |
| **Education/ Training** Specific qualifications and or training | Bachelor’s degree in Marketing, Business Administration, or a related field  Sales training courses/qualifications | Master’s degree preferred. |
| **Qualities, knowledge & skills**  Personal skills, qualities, behaviour, most of these will be essential as many of these cannot be trained | An empathy and affinity with the Bennamann company values:   * Safety * Curiosity * Integrity * Passion * Respect   and traits:  Humility, Empathy, Creativity, Innovation, Open Minds, Transparency  In addition:   * Follows procedures to ensure compliance with company ISO standards * Driven by targets, deadlines and success, resilient in a sales environment and adaptable with approaches to help success * Adheres to process and policy, including PPE and uniform * Presentable, with the ability to be a positive representative for Bennamann in relationships with customers and suppliers, ranging from farmers to councillors and scientists * Excellent and proven organisation, planning and communication skills for own and others’ priorities | Ability to think and work on both logical and creative activities and garner appropriate support and followship from team |
| **Additional factors** Working conditions/hours, ability to drive, any special working conditions (eg gas handling) | Able to drive and work remotely/away as required  *Full, clean driving licence for site-based roles* |  |
| All candidates must have the **current** legal right to work in the UK | | |