

## Position Description

Vacancy Title: **Head of Sales**

Location:

Reports To: **None**

### Objective

Our client is seeking a dynamic and results-driven Head of Sales to lead their sales function and drive business growth. This is a senior leadership role suited to someone with a strong track record in sales strategy, campaign execution, and team leadership. The successful candidate will be joining a growing organisation with ambitious market goals and a focus on delivering client-centred solutions.

### Outcomes

#### Organisational Stakeholders

##### 1. Strategic Sales and Marketing Planning

- Sales strategy and plans are developed and aligned with business growth targets.
- Targeted sectors and market opportunities are identified and pursued.
- Sales targets, forecasts and conversion metrics are defined, tracked and reported.
- Return on investment (ROI) is evaluated for sales initiatives and lead generation activities.

##### 2. Campaigns and Promotions

- Sales campaigns are created and executed to drive new customer acquisition.
- CRM and account-based marketing campaigns are implemented for client retention and revenue growth.
- Lead generation strategies, including cold calling, referrals, and site visits, are actively managed.
- Company visibility is leveraged through outdoor assets to attract new business opportunities.

##### 3. Client Relationship and Account Management

- Long-term relationships with existing customers are maintained to support continued sales.
- Presentations, proposals, and pitches are tailored and delivered to decision-makers.
- High-value and strategic accounts are regularly reviewed to identify upselling or cross-selling opportunities.
- Market and competitor intelligence are gathered and shared to strengthen value propositions.

##### 4. Sales Team Leadership

- The sales team is coached, mentored and held accountable for performance outcomes.
- KPIs are cascaded and aligned with team targets and business objectives.
- Regular check-ins, performance reviews and planning sessions are conducted.
- Training and professional development needs are identified and addressed.

##### 5. Reporting and Insight

- Accurate sales reports are prepared and submitted to the CEO and Board.
- Key results and trends are analysed and used to guide business decisions.
- Client feedback and market insights are documented and shared regularly.
- Strategic advice is provided on pricing, promotions, and partnership opportunities.

### Responsibilities - Key Competencies

Competence	Description
<b>Business</b>	
Strategic Development	Establish the strategic direction and steer the organisation towards its goals
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Communication	Exchange information through verbal communication
<b>Customer</b>	
Promotion	Promote the value of the products/services offered by the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
<b>People</b>	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Negotiation	Reach agreement through discussion and compromise.
<b>Professional</b>	

Competence	Description
Technical Strength	Demonstrate knowledge of a specialist discipline.
Technology Application	Apply technology.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Commerce, Media, Sales/Marketing/Advertising	Bachelor's degree or equivalent practical experience

Work Knowledge and Experience

- Minimum 5 years of experience in sales and marketing.
- At least 2 years in a supervisory or strategic leadership role.
- Demonstrated experience in managing campaigns, pricing strategies, and team performance.
- Proven experience with B2B sales, campaign planning, and CRM tools.
- Solid understanding of the signage or advertising industry is an advantage.

Requirements

Other Required Requirements

- Performance Measures
- Year-on-year revenue growth.
  - New client acquisition and lead conversion rates.
  - Customer retention and satisfaction metrics.
  - Team performance against KPIs.
  - CRM campaign ROI and pipeline coverage.
- Salary & Benefits
- Base Salary: FJD 100,000
- Additional Benefits: Performance-based bonus and benefits negotiable based on experience.

Interactions

Type	Interaction	Comments
Internal		
	Management Team	
External		
	Customers	
	Suppliers	

Attributes

Behavioural Styles

Innovative	Devises new and creative ways to do things comes up with original ideas.
Reliable	Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work.
Resilient	Cope positively with stress and catastrophe. Bounces back from setbacks, mistakes or misfortunes.
Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Energetic	Constantly active and driven to put in effort. Works hard to promote an enterprise.

Interpersonal Styles

Forthright	Speaks out frankly without hesitation, showing a direct manner.
Perceptive	Shows keen insight and understanding of issues or situations.
Realistic	Shows concern for facts and reality, rejecting the impractical.

Thinking Styles

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
Well organised	Controls tasks in a well thought out and critical manner.

Imaginative Generates ideas and images, showing creativity.

Initiative Takes action and makes decisions without the help or advice of other people.

## How To Apply

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## Contact for Enquiries

Contact Name: Elizabeth Cama

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Further Contact Information: --

**Closing Date:** 17 Aug 2025