A black and white logo

Description automatically generated with low confidence

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| Role Title | Sales & Marketing Director – SCC Enterprise Platforms |
| Function & Dept. | SCC Enterprise BU |
| Career Growth Level | Leading & Contributing / Strategic Delivery (C) |
| CGP Descriptor | Experienced senior experts or leaders, play a critical role in directing resources and driving projects, policies, and practices to meet the needs of internal and external customers. They may also manage people and focus on achieving results that boost SCC’s revenue and portfolio growth.  Additionally, these positions are recognised as holding organisational authorities in their respective fields, actively shaping policies, objectives, and procedural standards to benefit stakeholders. Their influence extends to contributing to SCC’s strategic direction, often in positions such as Directors, members of the Senior Leadership Team (SLT) Heads of Department or Departments, Managers of larger teams or Leads within their specialised fields. |
| Team | Sales & Marketing |
| Reports to | GM – Enterprise Business Unit (BU) |
| Role Purpose | The Sales & Marketing Director is responsible for the sales and marketing strategy, execution and attainment of the Enterprise BU sales targets, contributing to the successful growth of the business within SCC.  The role is responsible for the strategic initiatives that drive successful sales and marketing campaigns into prospective target customers either from within the SCC managed or transacting base and new logo targets.  Working with the wider general SCC sales force to educate, inspire and motivate to generate leads for the BU by also marketing to the wider Business Units.  The holder will be required to hold a close working relationship with the SCC Enterprise Senior Leadership Team to facilitate the growth ambitions of the business unit. |
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| Key Responsibilities | |
| 1. Creation and execution of a sales and marketing strategy to attain or exceed the sales targets. 2. Day to day management of the sales specialists to ensure attainment of in year sales targets through managed accounts. 3. Day to day management of BDEs, SDRs and campaign marketing resources to ensure attainment of in years sales targets through transacting accounts and new logo. 4. Day to day management of vendor alliances aligned to the BU tier 1 strategic partners to ensure attainment of accreditations, co-sell motions to achieve sales targets and any such vendor specific targets and metrics. 5. Discover and recruit key members and relevant resources for the team and ensure Personal   Development & Training Plans for each colleague in line with the Business Development Plan.   1. A visible leader of sales excellence and be able to grow and develop team skillsets to achieve success. 2. Weekly, Monthly and Quarterly reporting on execution of sales and marketing strategy and pipeline management including accurate sales forecasting. Maintaining x3 leading pipeline coverage per quarter. 3. Build and maintain relationships with the wider SCC sales and BDE teams, ensuring that the   General sales team are familiar with all of the BU offerings aligned to Vertical Business Enablement.   1. Build and maintain relationships with c-suite and senior execs within our Customers and potential   customer and prospects within the territory. Evidence these opportunities and the financial return  they provide.   1. Carry out regular performance reviews, talent mapping and succession planning and ensure all   team members are performing to expectations. Execute Performance Improvement Plans where  required. | |
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| Person Specification | |
| 1. Proven track record of success in commercial sales leadership roles within IT services Industry with experience of driving Managed and New Business teams. 2. Proven track record of success in working with Tier 1 vendors – Dell, HPe, IBM, Cisco, NetApp, Pure, Lenovo. Holding senior relationships as well as localised with all the vendors. 3. Ability to lead and manage onsite, virtual and remote teams and bring together a coherent message for the customer. 4. Experience and track record of reselling Tier 1 vendors as a solution sale. 5. Experience and track record of campaign and content marketing strategies to drive new business growth. 6. Exceptional leadership, communication and interpersonal skills with the ability to inspire and motivate 7. Be able to hold relationships at board level and demonstrate a track record of having done so. 8. Strategic thinker with a results-orientated mindset, capable of driving revenue growth and achieving targets. 9. Analytical mindset with proficiency in sales performance metrics, forecasting and data analysis. 10. Creativity in both marketing and sales approaches 11. Ability to thrive in fast paced, dynamic environment and adapt to changing priorities and business needs. | |

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| Key Competencies (1-3) | | Level |
| 1. | Influencing & Negotiating | 3 |
| 2. | Relationship Building | 3 |
| 3. | Presentations Skills | 3 |
| 4. | Business Development | 3 |
| 5. | Marketing Planning & Campaign Implementation | 3 |
| 6. | Key Account Management | 3 |
| 7. | Contract Management | 3 |
| 8. | Selling | 3 |
| 9. | Revenue Growth | 3 |

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| Management Competencies (1-6) | | Level |
| 1. | Leading, Developing and Managing People | 5 |
| 2 | Problem Solving and Decision Making | 4 |
| 3. | Influencing Others | 5 |
| 4. | Embracing the need for change | 5 |
| 5. | Thinking & Acting Strategically | 5 |
| 6. | Planning & Analysis | 4 |
| 7. | Performance Management | 4 |
| 8. | Employee Experience | 4 |
| 9. | Resourcing | 4 |
| 10. | Competency Assessment | 4 |

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| Value Behaviours (1-3) | | Level |
| 1. | Responsibility | 3 |
| 2. | Passion | 3 |
| 3. | Customer First | 3 |
| 4. | Agility | 3 |
| 5. | Family | 3 |

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| Version | Date | Description | Approved by | Date |
| 1.0 | November 2023 | Original | HR | November 2023 |
| 2.0 | March 2024 | Formatting of cells | HR | March 2024 |
| 3.0 | February 2025 | Format to BU | HR | February 2025 |