

# Job Description



**Role Title:** Sales and Marketing Manager

**Reporting to:** Commercial Director

## Role Purpose

To drive forward the rapid growth of Lorillion as an electrical engineering consultancy, the business development manager will be responsible for our interaction and engagement with the global market.

This person will possess a demonstrable track record in generating new opportunities, negotiating high value long term contracts, and closing profitable business, whilst working in and leading a cross functional team to support commercial success across multiple market sectors.

## Key Responsibilities

- Manage the creation and delivery of the sales and marketing strategy. Long term, this individual will build a dynamic and motivated team of technical sales leaders to manage the ongoing growth of new business opportunities.
- Develop the commercial lifecycle process from lead generation through to program delivery.
- Manage the sales and marketing process, with the following key deliverables:
  - Marketing - Leading marketing activity to build the companies external presence through PR, social media, trade shows and conferences and defined and measurable, sector specific marketing campaigns.
  - Initial client engagement – building a pipeline of potential customers from the target market sectors, building long term strategic relationships that lead to profitable programmes.
  - Lead qualification – ensuring the opportunities that move forward within Lorillion are well aligned to the companies' strategic objectives and capabilities.
  - Proposal development – working with the technical team to deliver compelling and profitable proposals.
  - Negotiation – Liaise with clients to move proposals through to contract, ensuring legal, technical, and commercial requirements are met.
  - Conversion and Handover - You will ensure that the development, management, and confirmation of customer requirements including Voice of Customer (VoC) are established and agreed with the program team before handover to the delivery team.
  - Conversion and Handover - You will ensure that the metrics to verify commercial milestones are clear and agreed with the program team before handover to the delivery team.
  - Account Management - You will liaise with program and engineering teams to report and coordinate account management activities.

- You will ensure the group's core strategies, processes and approach is followed through the development of all programs.
- You will lead the growth of the business development team and support development of the group's capabilities.
- Promote Environmental Health & Safety awareness.
- Responsible for adhering to EHS procedures & policies to ensure compliance.
  - Ongoing account management – oversee the long-term relationship with key clients in collaboration with the program office.

## Qualifications, Experience and Skills Required

- A bachelor's degree an engineering or sales related discipline.
- Strong sales and marketing skills to identify opportunities, generate leads, negotiate deals, and maintain client relationships.
- Demonstratable experience of converting technical opportunities into profitable key accounts.
- Demonstratable experience in analysing market trends and scoping TAM, SAM, SOM
- Have a deep understanding of the engineering development process followed by our target customers and how engineering services support the delivery of this process.
- Have an ability to critically analyse complex problems and translate them into solutions, to form the basis of business proposals.
- Demonstrate a successful technical sales background from a relevant sector, with a complete understanding of the sales process in a consultancy environment.
- Have experience in the global transport sector, with domain knowledge and contacts relevant to Lorillion capabilities.
- Be experienced in delivery of marketing campaigns, building the company's reputation in the market through targeted and professional events, PR, and direct marketing activity.
- Analyse market trends to ensure business development activity is well aligned to the market and any emerging development areas

## Preferred

- Experience in consultancy environments.
- Experience in building process in startup environments.
- Experience building teams, in line management.
- Courses or certifications in sales techniques, customer relationship management (CRM), and digital marketing can be beneficial.
- Advanced capabilities in Microsoft Office and applications.
- Analytical capabilities and qualifications

## System or Knowledge

- Experience of Business Management Systems including ISO9001.
- Familiar with delivering projects to APQP requirements.
- Familiarity with System life cycle processes such as ASPICE or ISO15288
- Familiarity with SharePoint, Confluence and JIRA and general project/task management tools

## Personal Attributes

- Proven project leadership skills. Outgoing, confident, and articulate.
- Self-motivated, creative, and adaptive team player.
- Willingness to take on roles, responsibilities and challenges required to achieve company goals and objectives, including carrying out tasks directly where required.
- Excellent problem solving and analytical skills.
- Able to Prioritize and organize project workloads, schedules, and tasks.
- Strong presentation, report writing & communication skills.
- Can engage with customers to understand the needs and requirements, translating these needs into business opportunities for Lorillion.
- Be confident in communications and relationship building at all levels within customer organisations, to ensure business opportunities are delivered.

## Location and Travel

- You must be eligible to work in the UK or Prague and have no restrictions for world-wide travel.
- This role is based at our Head Office in the UK, with flexibility for remote working.
- Working hours are 0900 to 1700, including 30-minute paid break 5 days a week, however frequent travel is expected, and flexible working patterns are essential to the role.