

<b>Job Title:</b>	<b>Head of Business Development</b>	<b>Report To:</b>	<b>Business Manager - Subsea</b>
<b>Department/Group:</b>	<b>Division 35</b>	<b>Security Type#:</b>	<b>SC</b>
<b>Location:</b>	<b>STS Subsea, Great Yarmouth</b>	<b>Travel Required:</b>	<b>Yes</b>
<b>Level/Salary Range:</b>	<b>TBC</b>	<b>Position Type:</b>	<b>Permanent</b>

### Job Description

#### Job Purpose:

This role encompasses the overall control and drive of sales and marketing related activities for the Subsea division, managing or mentoring all customer facing personnel in order to achieve the goals for the division.

The key fundamental purpose of the role is to accelerate business growth by expansion of the customer base and product/service offerings.

Responsible for the overall direction, coordination, implementation, execution, control and completion of business development and sales activities whilst ensuring targets for orders, delivery and costs are met. Identifying and implementing modern practices and systems to support business growth.

Ensuring that suitably trained resources, processes and marketing materials are available to meet current and future business needs, working closely with the Business Manager, Operations & Sales Manager and Design & Engineering Manager to achieve this key aim.

The jobholder will implement processes to maintain robust communications links with internal personnel, utilising MRP, Sage, IT and other resources where appropriate, establishing weekly and monthly reporting systems for all BD activities.

In conjunction with the Business Manager, developing and managing a broad range of customers; local, national and international from all industries in order to meet the growth targets and ambitions for STS Subsea.

#### Roles and Responsibilities will include:

- Develop and qualify a list of appropriate new target accounts across all sectors for subsea cable system products. Compile, manage and monitor capture plans and exploit to drive profitable, sustained sales growth.
- Conduct market research, explore and evaluate market potential. Identify new technology areas for the introduction of new/existing products.

- Pro-actively prospect and identify opportunities within the existing customers for subsea cable assemblies & related accessories / services within the Defence, Maritime, Oil & Gas, Renewables or other sectors.
- Develop a good knowledge of customers' product lines, risk assess competition and secure opportunities applicable to the company's' core capabilities and business plan.
- Ensure that the customer base has a clear understanding of the capabilities and offerings of the business for subsea products.
- Identify the full demand from new and existing customer for "off the shelf" and "customised" subsea cable assemblies, related products and accessories, in order to prioritise targets. Identify any gaps in capability at an early stage and work with development teams on the commercial introduction of new products.
- Assist with pre-qualification, prototypes and invitation to tendering work. Take the lead in bid management/contract process, ensure pricing is accurate and contribute to the decision making process for "bid/no bid". Provide regular reports, progress updates of all estimates and quotations.
- Pro-actively gather information, analyse competitor activities and behaviours, manage and report on full sales cycle for the Subsea division.
- Develop strategies for establishing partnerships and business relationships for potential new market opportunities at an early stage.
- Own and drive target pipeline development and growth. Respond quickly to customer enquiries and identify all areas for value added.
- Identify and satisfy customers' requirements, within key and existing accounts. Visit regularly and report on customer activity in addition to exploiting opportunities for new business and organic growth. Report status of customer and competitor activity on a regular and timely basis.
- Strengthen relationships with customers at all levels, identify existing key influencing contacts within the customer and build relationships with relevant technical and purchasing contacts as well as VP's, Directors, Engineering, Quality, Sales & Marketing.
- Obtain competitive information relating to the account in general or specific projects to enable greater conversion and win. Determine procurement sequence from specification through to order placement.
- Prepare and maintain an up-to-date sales forecast by account, ensuring accurate information is provided to support business requirements.
- Develop a comprehensive marketing plan for the subsea division, including website development, newsletters, networking events, industry conferences and exhibitions.
- Provide input into the bid register and provide regular reports, updates, progress and status of all estimates and quotations.
- Support the continuous review and improvement of all aspects for business winning functions based on lessons learnt, feedback and experience.

- Identify requirements/job specification for, recruitment and management of sales and sales support personnel to sustain high levels of business growth.

**Experience And Skills:**

- BEng. Or equivalent (electrical/electronic) or relevant industry experience.
- Proven sales experience, with a background in a subsea related industry, ideally involving connector/cable assembly business or contract manufacturer. Previous experience of developing and managing a sales team would be beneficial.
- An understanding of subsea products, applications and services. The jobholder should ideally have experience of selling into the Defence, Maritime, Oil & Gas, Renewables or other similar sectors.
- Experience of developing sales offerings for customers which embrace the principles of value-added services, products and solutions that truly enhance customer profitability and performance.
- Have the ability to undertake a technical sales discussion with customers, understand issues associated with water deployment i.e. depths, pressures, temperatures etc..
- Proven success in developing and winning orders with new customers.
- Strong Commercial & Financial skills, including the ability to understand how costs are built up and the true measures of “profitability”.
- A strong intellect with the analytical skills necessary to identify current and future market requirements, assess competitor activity and truly understand the capabilities of the business in order to fully exploit customer requirements.
- Able to build strong working relations with customers in order to fully understand their future requirements.
- A pro-active team player with a high level of self-motivation and a clear commitment to achieving goals and deadlines, whilst adopting a flexible and ‘can-do’ attitude.
- A strong negotiator with excellent communication, personal presentation and organisational abilities.
- Sound IT skills, including proficiency with MS Office applications.
- Hands on experience and knowledge of manufacturing processes and products to support sales activities and face-to-face contact with customers.

**Behaviours:**

- Demonstrates excellent written and verbal communication skills.
- A firm belief and aptitude for Continuous Improvement.
- Good organiser, able to resolve problems and manage conflicting priorities.

- Professional, self motivated and self-disciplined, with the ability to work to tight and demanding timescales.
- Absolute team player, willing to be very hands-on when required to ensure activities are completed on time.
- Adherence to STS Defence Core Values and Leadership Principles.

Reviewed By: G.M<sup>c</sup>Ghee

Approved By:	Richard Papanicolaou	Date:	13 <sup>th</sup> June 2017
Last Updated By:		Date:	