

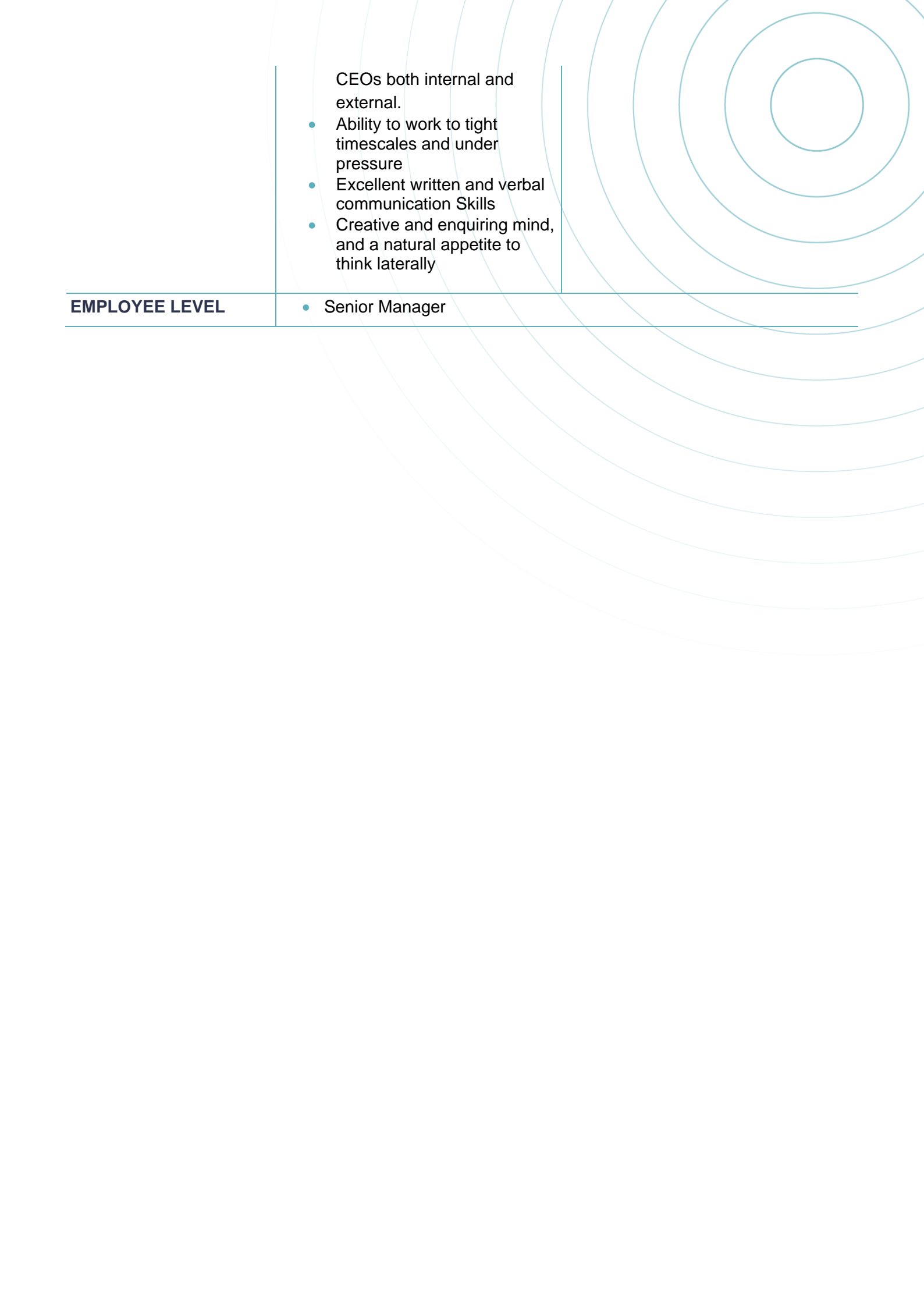
<b>JOB TITLE:</b>	Business Lead – Sustainable Heat
<b>REPORTING TO:</b>	Sales Director
<b>DIRECT REPORTS:</b>	N/A
<b>JOB LOCATION:</b>	Home Based - National
<b>JOB PURPOSE:</b>	<p>To lead the sustainable heat agenda and heat strategy for Power On. To be responsible for driving &amp; promoting all heat products both internally, and externally into the market.</p> <p><b>Sales</b></p> <ul style="list-style-type: none"><li>• To maximise sustainable heat sales and identify new sales opportunities from Power On's market.</li><li>• Identify new opportunities (sites &amp; customers) and develop these into future business streams.</li><li>• Promote the whole suite of Power On products in interactions with customers, and thereby maximise sales opportunities.</li><li>• Build relationships with external &amp; internal customers and offer excellent customer service throughout the process, from initial contact to responding to post sales queries.</li></ul> <p><b>Product Development</b></p> <ul style="list-style-type: none"><li>• Work with the wider BUUK team to enhance existing sustainable products and identify new market and product opportunities. Support the enhancement of internal quoting systems to incorporate sustainable products.</li></ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"><li>• Lead the development and implementation of an annual marketing plan for Heat. To develop the products; clearly define and market them in a targeted way to maximise sales. Be aware of key customer strategies, overall market drivers, and influencing factors</li></ul> <p><b>Team Development and Communication</b></p> <ul style="list-style-type: none"><li>• Support the Sales Director in enhancing the knowledge, quality and understanding within the wider sales and tendering teams through the active diffusion of ideas, strategies and best practice.</li><li>• Develop presentations and support the creation of marketing materials to enhance sustainable product positioning and sales.</li></ul>

## Responsibilities

- Ensure that all sales performance metrics are exceeded as agreed with the Sales Director.
- Manage the sustainable heat sales process with customers so that Power On is best positioned to secure the sales of all utilities.
- Manage the response to strategic tender enquiries, in order that these are completed timely – mobilising wider Power On resource as required.
- Undertake the negotiation of sustainable heat contracts with customers to maximise sales opportunities and protect the long-term interests of BUUK.
- Act as an Ambassador for Power On and participate/present at National / Local conferences, meetings and hospitality events.
- Maintain an up-to-date knowledge of the sustainable heat sector, initiatives, opportunities and competitor activity and provide regular feedback to the business of any significant market developments.
- Regularly review our pricing model and proposition to ensure it is fit for purpose in Power On's competitive space.
- Provide regular and detailed reports in relation to ongoing activity, key opportunities and progress against targets.
- Be personally involved and pivotal in high priority sales for the business, where required, to get the sale over the line.
- To ensure governance of all offers to market and that they are within commercial parameters as set by the Sales Director and SMT.
- Be visible - develop and maintain "special" exclusive relationships with key decision makers of the top 10 organisations that offer repeat business.

## Person Specification

Criteria	Essential	Desirable
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"><li>• Business or Engineering Degree, or equivalent experience in a similar role.</li></ul>	
<b>EXPERIENCE/ KNOWLEDGE</b>	<ul style="list-style-type: none"><li>• Strong and successful business to business sales track record.</li><li>• Experience of developing and maintaining long term business relationships.</li><li>• Knowledge of the utility network industry.</li><li>• Ability to use Microsoft Office software</li></ul>	<ul style="list-style-type: none"><li>• Appreciation of multi utility connections.</li><li>• Experience of working in business development within the sustainable heat sector.</li></ul>
<b>ABILITIES/SKILLS</b>	<ul style="list-style-type: none"><li>• Strong customer focus &amp; interpersonal skills</li><li>• Ability to undertake successful negotiations.</li><li>• Ability to communicate through all mediums including making presentations to a range of levels up to and including</li></ul>	<ul style="list-style-type: none"><li>• Competent user of standard Microsoft packages.</li></ul>



	<p>CEOs both internal and external.</p> <ul style="list-style-type: none"><li>• Ability to work to tight timescales and under pressure</li><li>• Excellent written and verbal communication Skills</li><li>• Creative and enquiring mind, and a natural appetite to think laterally</li></ul>
<b>EMPLOYEE LEVEL</b>	<ul style="list-style-type: none"><li>• Senior Manager</li></ul>