



## Head of Sales

**Reporting to:** CEO

**Department:** Sales

**Contract Type:** Permanent, Full-Time, Monday – Friday

### COMPANY BACKGROUND

Established in 1979, Codex has grown to be the market leader in the provision of a wide range of office supplies, furniture, and print services across Ireland.

Over the past 40+ years, our organisation has been steadily building on the core values that got us started - **Ambition, Customer First, Innovation, Integrity and Belonging**. Today, we employ over 90 team members around the country, with an annual turnover of over €35 million in 2023 and have ambitious plans to grow further. We are now recruiting an experienced commercial business leader to join us as Head of Sales to bring a strategic growth mindset and be part of our Senior Leadership Team.

### ABOUT THE ROLE

Reporting to the CEO, you will play an integral role within the Senior Leadership Team, with responsibility for developing and implementing the Sales vision and strategy that inspires and motivates a highly capable sales team and enables us to achieve our overall business strategy and objectives. You will have the opportunity to make a direct impact on our business.

The Head of Sales will have responsibility for managing the day-to-day running of the sales department, overseeing the implementation of our sales strategy across all product categories and have responsibility for the management of our key customer accounts.

In this role as Head of Sales, you will continually review and improve how we manage both our existing and potential customers sales experience (enquiries, lead conversion, CRM, quoting, pricing etc.) to ensure that we maximise any opportunities and grow our market share. A key dimension of this role will mean that you will drive a deep analysis and measurement of sales team performance and overall achievement of the department wide KPI's around defined metrics.

### WHAT YOU WILL DO

#### Commercial

- Responsible for the development and implementation of the overall sales strategy, ensuring its alignment to the business strategy and aims, company budget, values and objectives.
- Responsible for sales & margin performance on agreed customer accounts and categories
- Take ownership and accountability for sales department budget performance

- Final sign off on all customer facing tenders for Codex – both within the public and private sectors
- Manage the relationships with our key customers including contracts, SLA's, rebates, pricing etc. Keep regular documentation on all aspects of these key relationships to ensure transparent and integrity in our sales process
- Grow market share across all categories and identify opportunities in the market for new products and new customers
- Work closely with the marketing team to ensure strong collaboration and alignment between sales and marketing activities.
- Setting and monitoring performance (KPI's) and targets for members of the sales team. Monthly reporting on sales performance against budget and reporting on variances and trends within the data. Identifying key areas for improvement in the sales process particularly in how we manage customer facing touch points such enquiries, leads, quoting and pricing
- Provide all customer accounts, both new and existing, with a best-in-class account management and sales user experience.
- Ensure that we are capturing and measuring all important aspects of sales team performance and achieving department wide KPI's around key metrics e.g. Sales expectations (e.g. targets, Margin contribution, upkeep of CRM funnel, account retention), tender expectations (e.g. % wins) and category expectations (e.g. category sales and margin targets & category business plans).

#### **People/The Team**

- Promote and foster a high-performance culture that is inclusive and collaborative with regular feedback, performance discussions and communication with your direct reports and that enables excellent levels of personal and collective accountability.
- Be a strong and engaging people manager, ensuring to drive the motivation and ambition for success in all aspects across the team
- Support and drive good interpersonal relations across the team and the various stakeholders in the business
- Drive excellence through effective people management and team performance, prioritising best practices and being true to our company values and culture.
- Actively take part in performance discussions, ensuring managers within your department are effectively managing their direct reports and to provide coaching and guidance on this, as required.
- Champion compliance, Health and Safety, risk, data protection, security standards and compliance within the sales team. Ensure all direct reports are aware of relevant policies and standards, including process for reporting any breaches in data protection, Health & Safety, risk or compliance.
- Proactively contribute and partake in SMT Meetings, Commercial committee, Strategy Days and other initiatives to drive organisational performance and company strategy.

#### **WHAT YOU WILL BRING?**

- Proven ability to develop and implement a sales strategy (8+ years) , successful in building revenue streams and refine and execute appropriate business development plans to maximise sales and profitability. A track record of achieving sales targets and delivering growth.
- Strong people management experience (8+ years' experience), a leader of large diverse team and willingness to investment in the development of teamwork.
- Excellent analytical and conceptual skills
- Experience and proven record in change management and working within a dynamic team.

- Target driven and results oriented.
- Self-managing and the ability to manage multiple priorities simultaneously in a fast-paced environment.
- Proven negotiation and problem-solving skills.
- Excellent business and financial acumen with demonstrated competence in managing department budgets.
- Excellent Communication and Influencing skills. Proven capability of building strong and effective working relationships with multiple stakeholders.

#### **WHAT WE OFFER?**

- Salary DOE
- Hybrid and Flexible Work Options Available
- Pension
- Official Great Place to Work and certified Top 30 Best Places to Work in Ireland 2022/23
- Onsite canteen with coffee, light breakfast and snacks provided
- Staff parking
- Frequent wellbeing & professional development staff events
- Supported Learning & Development Opportunities