



## **Head of Sales and Marketing**

### **Monday – Friday**

### **37.5 hours**

### **Birmingham, B1**

#### **Who are we?**

Citibase offers a diverse and rapidly expanding network of business centres nationwide and has been going from strength to strength for 25 years to cement our position as The Property Manager for the New Economy.

We focus on giving entrepreneurs and businesses “Freedom at Work” and the independence, flexibility and support to create, grow and enjoy running their businesses in our centres.

We’re currently experiencing a sensational period of growth as we continue disrupting the office market and we’re seeking talented individuals to help us take our customer experience to the next level and build strong relationships in our neighbourhood.

#### **Overview**

To lead and inspire the Citibase Sales and Marketing team, with a focus on driving delivery of sales activities to achieve profitable growth.

#### **Responsibilities:**

- Provide inspirational leadership of the remote Sales and Marketing teams
- To build and grow on existing and new talent within the Sales and Marketing teams
- Conducting weekly new business forecast numbers for the network
- Develop and implement commercial strategy for the business including the optimisation of space and workstation pricing to increase occupancy
- Identify profitable commercial opportunities to grow sales revenue and market share
- Develop and maintain an excellent understanding of the key customers/target audience to ensure that their needs are being met and that their business is retained and expanded
- Work closely with key stakeholders to manage key customers (existing and new), thereby improving turnover and profitability.
- Undertake market research and analysis and producing business plans/recommendations (including all associated costs and forecasted revenue for the business), to ensure that all business development opportunities (new centres and services) are optimised.
- Assess the risks to the business of any new sales opportunities
- Represent the company externally at networking events, conferences and exhibitions to enhance and strengthen the company’s profile and optimise all business development opportunities
- Engage with major stakeholders (internal and external) to ensure that customer needs are met and that customer requirements are fully communicated throughout the business.
- Maintain an awareness of external factors (including competitors, developments, current and proposed legislation in relation to commercial activities) which impact the business. Communicating such information and any subsequent changes to the Commercial Director
- Analyse data to ensure that all sales activities deliver against KPI’s including revenue budget, cost, volume and efficiency targets.
- Build and own internal marketing strategy with a purpose of building growth and raising brand awareness.
- Be the custodian of the Citibase brand
- Lead and oversee the development and growth of profitable new business
- Create cross selling strategies to drive new business and drive brand advocacy



- Build and nurture effective key agency relationships
- Lead and develop a high performing Marketing team that recognises and exploits opportunities across every business line
- Generate new ideas to enhance our customer experience
- Take all necessary steps to ensure there are no reputational risk implications to Citibase as a result of any activity

### **Knowledge/Experience**

- Inspiring and energetic leader with outstanding influencing and coaching skills
- Ideally 3+ years' experience managing sales and commercial teams
- Credible and confident communicator (written and verbal) at all levels
- Expert negotiator with strong stakeholder management skills
- Entrepreneurial and creative thinker
- Tenacious and results driven with sound business judgement
- Analytical approach to problem solving
- Passionate about achieving high levels of performance
- Driving targets and KPI's through the team
- Managing Marketing strategies internally

### **Key skills/behaviours required for this role:**

- Leading people
- Supporting and coaching
- Building relationships
- Planning and organising
- Challenging
- Decision making
- Taking responsibility

### **What will we offer you?**

- £55k Circa
- Monday to Friday, 9:00am – 17:30pm
- Pension scheme
- 28 holidays (Including public Bank Holidays)
- Ride to Work scheme
- Training and Development opportunities

This vacancy will close once we have filled all available interview slots. We therefore highly recommend early applications.