

Role: UK & Ireland Sales Director

Reporting to: CEO

Location: Combination of London/home-based

Are you an entrepreneurial Sales Director who wants to make a real difference? If you are seeking a challenge and interested in helping an ambitious SME move to the next stage – take your next career step with us.

This is an exciting opportunity to join a well-established and fast growing software company with an impressive client list. We have exciting growth plans across all of our business units and expect revenue to increase significantly over the next 24 months.

Established in 2000, Saadian has a solid base of 140 clients from across local and central Government and the private sectors in Ireland the UK.

We have three successful business units:

- Ireland: Our enterprise mobile messaging solution has been used by hundreds of large public and private sector organisations to communicate effectively with customers and staff
- UK police: We supply a critical prison intelligence solution to 95% of UK police services,
- UK criminal justice: We provide a number of information sharing solutions that help criminal justice organisations work together more efficiently to protect vulnerable people and prevent re-offending

We are very forward looking and have an active R&D program. We are invested in bringing new solutions to the market in the areas of a flexible platform for business applications, predictive policing, data analytics, multi-channel messaging and mobile apps. Our industry and domain experience have led us to some significant opportunities in the Transforming Rehabilitation market while the digitalisation of public services presents a wide opportunity in the local government market.

Because of our successful track record and development plans, a number of exciting new opportunities have opened up for us in the UK and US markets. We have just appointed a US sales director and are now looking for a talented UK & Ireland sales director to join the senior management team to help drive the business forward.

Role Overview

In this role, you'll be responsible for leading the sales team and growing sales in the UK and Ireland. The role will be challenging and rewarding and will involve developing customer relationships, dealing with competitive threats and uncovering new opportunities. You will be working in collaboration with the CEO and the marketing and technical teams to take new propositions to market. We want you to help us build the business, looking for opportunities where we can add value and think in an entrepreneurial and imaginative way. We will have an open mind to your ideas and suggestions and can promise the work will be interesting!

Accountabilities

- In conjunction with CEO, develop new strategies, tactics and plans for development of UK & Ireland markets
- Work with senior management team to set and achieve sales targets
- Motivate and manage the sales team
- Build up better customer relationships, increasing customer loyalty and revenue
- Develop strong market intelligence, identifying new market opportunities and threats
- With support from Saadian marketing manager, develop UK & Ireland marketing plans
- Win new business through government frameworks and competitive tender
- Identification of potential competitors and competitor analysis
- In conjunction with CEO and CTO, input into strategic product development plans
- Work with partners to develop new routes to market

Knowledge, Experience & Skills

- 8+ years technology sales experience
- In-depth knowledge of the UK criminal justice/local government market
- Strong track record in meeting sales targets
- Development of a sales team including recruitment, setting targets, mentoring etc
- Creating successful teaming agreements and winning business with partners
- Proven experience of identifying new opportunities and taking them through to contract stage
- Excellent written skills, including responding to and winning RFPs
- Understands all aspects of the sales process from lead generation, new business development and account management
- Consummate networker with evidence for forming long term relationships

Desired Individual Profile

- Highly motivated, high energy, ethical and enthusiastic
- First-class self-motivator with ability to deliver results
- Results-focused and highly organised with strong administration skills
- Good team player and team builder
- Positive, persistent and pragmatic
- Innovative – looks outside the box
- Able to identify and develop critical relationships with credibility. Strong negotiating skills.
- Inquisitive, strategic thinker, intellectually robust. Able to champion and embrace change.
- Prepared to take ownership of business issues that arise as part of sales process.
- First class communicator. Can command respect. Strong interpersonal, presentation and influencing skills.
- Insatiable appetite for market intelligence
- Attention to detail, compelling written skills

Remuneration

We will offer the right package based on the individual, we expect that to be a combination of salary and performance driven bonus. After you understand a bit more about our business, you will probably have your own ideas about how you can create value in Saadian and we are open to having a discussion about how best to structure a compensation package. We hope you will contribute significantly to our future success and want you to be rewarded for your achievements.

Applying for the role:

If you like what you hear so far and feel you meet our criteria, please apply with your CV and a covering letter explaining why you want this job, how you meet our requirements and outline your sales performance for the last 3 years. Please send your application to hr@saadian.com by 14th March 2015.