

Head of Sales and Marketing

Location: Alfreton, office based – DE55 7JR

Salary: Competitive, DOE + Bonus + Car Allowance + Benefits!

Contract: Full time, Permanent

Benefits: 26 days holiday, 5% contribution to pension scheme, Health Insurance (AVIVA), Life insurance, Profit Related Pay, Employee Assistance Programme

You've probably not heard of Mobility In Motion, however don't let that put you off, we are part of the ABC Mobility Group and operate in a niche market and while you don't know us now, one day as you inevitably get older you may come to rely on one of the products we produce.

We operate in a growth market and are the market leaders our area of expertise.

What do we do?

We provide products that enable people with mobility issues to be more mobile, enabling them to maintain their independence. Our products are genuinely liberating and transformative for their users.

We have an exciting new opportunity for an experienced and highly motivated Head of Sales and Marketing, to join our team.

You will play a pivotal role in driving revenue, increasing brand awareness, and customer and partner loyalty.

If you are a motivated experienced professional with a passion for sales and marketing, we want to hear from you!

As our Head of Sales and Marketing you will be responsible for:

- Developing and implementing sales and marketing strategies to achieve revenue targets and business objectives
- Identifying target markets and segments, and devise tailored marketing campaigns and events
- Managing all aspects of digital marketing including website optimization, social media presence, email marketing, and online advertising to increase brand visibility and drive customer engagement
- Producing and manage budgets and detailed forecasts that align with the strategic plan
- Identifying and exploring new market opportunities, develop relationships with potential clients, and establish partnerships to expand our customer base
- Leading and developing the team, fostering a culture of growth and success
- Monitoring sales performance, track key metrics, and prepare regular reports to evaluate the effectiveness of marketing initiatives and inform decision-making
- Managing the marketing budget spend to ensure the maximum return on investment
- Monitoring and analysing sales and marketing performance data, providing regular reports to senior management, and making data-driven decisions to improve results.

In order to be successful in this role you must have:

- An impressive track record of consistent success in sales leadership roles
- Strong organizational skills and the ability to manage multiple teams and projects simultaneously
- Good understanding of digital marketing platforms, tools, and techniques

- Excellent communication, negotiation, and presentation skills
- Proficiency in data analysis and reporting tools
- Degree in Business, Sales, Marketing, or a related field

This is a great opportunity for someone with ambition, enthusiasm, and a genuine desire to succeed whilst working in an extremely rewarding industry within a caring business!