

Head of Commercial Vacancy

Are you interested in joining one of the fastest growing Awarding Organisations in our sector and working with us as we embark on a journey of growth and development?

Our people are our business, and their incredible commitment to SIAS, and to the mission which defines us, empowers us to deliver the very highest quality solutions.

At SIAS our culture is everything, and our values shape every decision we make and action we take.

We are obsessed with being the best and thrive on creating a positive impact through challenging the status quo to drive meaningful change. We love to innovate, and we've created an environment where disrupting traditional norms isn't just encouraged—it's expected!

We operate with a sense of urgency and intensity which is unique, we get things done so we can deliver an exceptional everything.....this dynamic environment fuels every team member to be empowered to contribute to our collective success with agility and purpose, a togetherness built around a shared commitment to excellence.

SIAS has an exciting opportunity for a Head of Commercial who will be responsible for developing, implementing and successfully delivering the commercial strategy to drive growth. This role involves leading on managing and expanding our existing client relationships, identifying, pursuing, and closing new business opportunities, direct line-management of the wider commercial team, and ensuring that we deliver on all commercial targets and commitments with a focus on quality. The Head of Commercial will be a key part of the SIAS Senior Leadership Team (SLT) and work closely with the Managing Director and SLT colleagues to align commercial activities with our operational and product capabilities.

Remuneration Package

- Salary circa £60,000 per annum dependent on experience
- Full time permanent role
- Pension – employee contribution 6%
- Life Assurance
- 28 days holiday plus 8 bank holidays (FTE)
- Opportunity to buy-back 5 extra days annual leave (FTE)
- Optional Private Health Care package
- Hybrid working (minimum of 2 days in Warrington office)
- Employee Assistance Programme
- Bonus Scheme
- Aspire Values Award Scheme
- Annual Values Awards
- Long Service Awards
- Annual Company Events



- Gym Discount
- Access to Training & Development Opportunities

Key Accountabilities

- Co-Develop and execute a comprehensive commercial strategy working closely with the Managing Director to increase revenue and ensure rapid market share growth.
- Be the senior point of contact for our Training Provider and Employer customers, ensuring a proactive and engaging relationship that supports delivery of the strategy.
- Lead on our commercial relationships with large existing clients and through excellent relationship management ensure retention and maximise revenue generation from each.
- Lead on and implement and best in market account management model.
- Lead on and implement a new business strategy to drive pipeline growth, and conversion of pipeline, to achieve ambitious new business revenue targets quarterly and annually.
- Provide proactive leadership to the commercial team ensuring they are highly motivated to deliver the commercial strategy whilst coaching to continually improve and grow the skill-set of the team.
- Accountable for the successful achievement of all commercial targets and KPIs quarterly and annually aligned with overall business strategy.
- Develop and implement plans to expand services and offerings to existing clients.
- Develop proposals, presentations and pitches to potential clients.
- Work closely with SLT colleagues to ensure alignment between commercial activities and operational capabilities.
- Lead and manage the wider commercial function and team to achieve full commercial objectives, targets and goals.
- Foster a culture of high performance and continuous improvement across the commercial team by building capability and acting as a mentor on commercial activity.
- Monitor and report regularly to Managing Director, SLT and Board as part of formal reporting model on commercial performance against targets.

Key Performance Indicators

- Ensure that we fully achieve and deliver on all quarterly and annual commercial/revenue goals/targets across both AO and EPAO functions.
- To develop the commercial strategy by end of November each year to position the business for the following financial year (Jan-Dec) allowing for sustainable business growth and operational surplus.
- Secure new business to increase market share aligned to the commercial strategy by the end of the FY.



- Maximise account management opportunities by meeting with key customers quarterly and increasing revenue from existing customers.
- To focus on building a number of strong external C-suite relationships alongside the Managing Director to position the organisation for growth and develop the brand.

Essential Knowledge Skills and Qualifications

- Proven experience and successful track record in a senior commercial or customer facing role, preferably in the Awarding Organisation or EPAO/Education/Training sector.
- Strong track record of consistently achieving B2B commercial targets, driving new business growth and customer engagement.
- Excellent C-Suite relationship and account management skills.
- Exceptional communication and presentation skills.
- Ability to keep accurate records and first-class organisational skills.
- Ability to work collaboratively and build strong internal and external relationships.
- Educated to Degree Level and or Leadership/Commercial qualification desirable.

SIAS is an inclusive employer and we value the diversity our workforce brings. We welcome applications from all candidates and will consider all applications equally and fairly.

SIAS is committed to Safeguarding and promoting the welfare of children and young people and expects all employees to share this commitment.

To apply please click on the link: <https://www.cogentskills.com/about/work-for-us/>

Please complete the Candidate Information Sheet and send together with a letter of application and your CV to human.resources@cogentskills.com by 19th October 2024 outlining your suitability for this post and how you would ensure success.

If you have additional needs that you would like us to consider during the application and interview process please contact Denise Bentley on 01925 515222 to discuss ways that we can support your application.

If you haven't heard back from us within 21 days of your application, it means that unfortunately your application has been unsuccessful on this occasion.

Websites: www.cogentskills.com

