

Position Description

POSITION TITLE:	Head of Sales & Marketing
FUNCTION / TEAM:	Commercial
LEVEL:	Leadership
DIRECT REPORTS:	Up to 10
FINANCIAL DELEGATIONS:	Up to 100K
REPORTS TO:	Managing Director

ORGANISATIONAL OVERVIEW

Sewer Equipment Company (Aust.) – SECA is an Australian owned family business.

Established in 1967 the company is recognised as Australia's leading supplier of equipment for the cleaning, testing, inspection and rehabilitation of pipes, sewers, and drains.

We represent the future of pipeline technology, and our experienced team will identify the right equipment for our customers.

FUNCTIONAL PURPOSE

The Commercial function is accountable for enabling SECA's mission through identifying and growing new business, managing customer relationships, and delivering commercial strategies that drive revenue growth while maintaining agreed profit margins.

PURPOSE OF THIS POSITION

The Head of Sales & Marketing is a critical leadership role responsible for driving SECA's commercial growth through strategic sales leadership and elevated marketing direction. This role leads the development and execution of ANZ sales and marketing strategies, ensuring alignment with SECA's growth objectives and customer-centric values.

This role will take a hands-on leadership approach to marketing strategy, campaign development, and brand positioning. The Head of Sales & Marketing will also oversee key account management, customer experience strategies, and the development of new market opportunities.

KEY RESPONSIBILITIES

Team Leadership and Development:

- Lead and inspire the Sales and Marketing team, fostering a high-performance culture.
- Foster a collaborative environment where team members feel empowered to contribute to commercial improvements.

- Act as a conduit for prioritisation and troubleshooting issues that arise within Commercial.
- Inspire and lead diverse teams, setting clear expectations and providing ongoing feedback.
- Set clear KPIs, and work with teams to ensure these are achieved
- Conduct regular performance reviews and support the professional development of team members.

Strategic Sales and Marketing Leadership:

- Develop and execute national sales and marketing strategies to drive revenue growth and market expansion.
- Lead the creation and implementation of integrated marketing campaigns, brand strategy, and digital marketing initiatives.
- Oversee the development of go-to-market strategies informed by data, customer insights, and market trends.
- Collaborate with internal teams to ensure alignment of marketing efforts with product development and customer needs.
- Identify and implement continuous improvement opportunities across the commercial function.
- Ensure compliance with governance, regulatory, and brand standards.
- Prepare and present performance reports to the Senior Leadership Team.

Commercial Performance and Customer Growth:

- Drive revenue growth through new business development and expansion of existing accounts.
- Lead key account management and customer experience initiatives to build long-term relationships.
- Provide commercial input into pricing strategies, contract negotiations, and product positioning.
- Monitor and analyse sales and marketing activity

Budgeting and Financial Accountability:

- Develop and manage annual sales and marketing budgets, ensuring financial discipline and accountability.
- Approve purchase orders and monitor expenditures to align with financial objectives.

SUCCESS PROFILE

Knowledge

- Strong understanding of sales and marketing strategy, customer experience, and brand management.
- Advanced commercial acumen with experience in budgeting and financial management.
- Working knowledge of CRM systems and marketing tools and platforms.
- Work Health and Safety.
- Valid driver's licence.

Experience

- Proven experience in Sales and Marketing management, preferably in manufacturing or similar technical environment.
- Track record of successfully developing and executing sales marketing strategies.
- Experience in building, leading and coaching high-performing teams.

Capability

- Strategic thinker with strong analytical skills and makes data-driven decisions.
- Strong mechanical aptitude, ability to understand complex technical products
- Strong leadership and motivational skills, with the ability to foster a positive workplace culture.
- Excellent project management and organisational skills.
- Strong interpersonal and communication skills
- Ability to lead cross-functional collaboration and influence stakeholders.
- Ability to use Microsoft Office Suite, with intermediate-advanced Excel capability.

Attributes

- Customer centric and commercially driven.
- Curious and open to learn.
- Collaborative, keen to work with others to get to the right outcome.
- Passionate about delivering a great experience.
- Willing to roll up your sleeves and get s#!t done. Bias for action.
- Positive attitude when faced with complex challenges.
- Hands-on and proactive leadership style.

KEY RELATIONSHIPS

- Innovation
- General Management
- Operation
- Customers and Vendors

BEHAVIOURAL CAPABILITIES

Our Guiding Principle

Keep it simple: make it easy for customers to do business with us.

Lives the Values of SECA

- Get s#!t done
- Bring the love
- Act with Swiss precision
- We're better together

Acceptance

To show you have read and accept the duties and expectations set out in this Position Description, please sign below:

Employee Name:

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Signed:

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Date:

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