

General Manager – Sales and Marketing

My Purpose

To achieve exponential **revenue** and **growth** through designing and delivering against the sales strategy, that will address gains in both price and volume across all markets and segments, with scalable impact achieved through setting and managing a **strong operating rhythm** and **impeccable performance** standards.

The challenge

Qubik is targeting exponential growth across all markets, with a primary focus on strategic and business advisory services for the SME segment. To achieve this exponential growth, with a stronger, sustainable price and volume outcome, an integrated sales & marketing strategy and more comprehensive tactical program is required.

Qubik is looking for an experienced senior sales executive, proven in establishing strategy and driving teams, to deliver across markets and segments. Our go-to-market approach primarily leverages digital acquisition with a strong model of lead generation and conversion; this model must be further refined and optimised to create repeatability and scalability, needed to underpin growth. To ensure we reach and engage with all target markets, the strategy must expand to encompass a broader program addressing more channels, leveraging both traditional professional services growth strategies and newer, digital channels.

The overall approach to growth from Qubik is uncommon in professional services; skills and experience in developing multi-channel leads and converting effectively will need to be developed and enhanced in the team as it scales. The successful candidate must also deliver direct revenue impact from selling at the top end of the market, working collaboratively with senior strategic consultants to define and deliver compelling product and service solutions.

How I contribute

The GM Sales and Marketing plays a pivotal role, driving revenue through growth in volume and price. Given the growth profile of the business, the GM Sales and Marketing will deliver and implement a comprehensive strategy, building capability and accountability across the sales team.

The primary focus of the role will encompass

Define

- The GM Sales and Marketing will, working collaboratively with the COO and ExCom, define the overall Sales and Marketing strategy – encompassing multi-channel, multi-product, multi-market go-to-market approach

- Capability will be defined and developed, to ensure the sales strategy can be implemented, and scaled effectively. Marketing focus will be on both brand build and lead generation, leveraging digital and traditional marketing tools and tactics.

Drive

- The GM Sales and Marketing will continue to refine the digital client acquisition system, ensuring the ongoing improvement in conversion rates from lead to opportunity to won are in line with budget, and where needed address gaps.
- Business Development targets will be established, competency defined, and an operating rhythm set to ensure activity targets and performance outcomes are achieved through the sales team, and on an individual basis.

Leverage

- Data analysis for transparency, insight and improvement is key for leverage – the focus must be on continuous assessment and opportunity identification as the business continues to scale and grow.

How I behave

Qubik values

- Fun and Happiness
 - I bring the best version of myself to support, share and engage with the Qubik team and customers. I look for the fun in my workday and choose a positive outlook.
- Passion and Drive
 - I believe in Qubik and how the team works together to create the extraordinary. I am hungry to perform and deliver value.
 - As GM Sales and Marketing, I demonstrate passion and drive in my actions, and in my expectations – I coach for results.
- Energy and Creativity
 - I am energetic and focused.
 - As GM Sales and Marketing, I seek ways to innovate and create value for the Qubik team and their customers. I challenge the status quo to ensure we are always seeking more.
- Real Relationships
 - As GM Sales and Marketing, I am present, I step into challenges, and I provide timely, appropriate feedback as well as leaning-in to courageous conversations.

My team

Reporting to the COO, and part of the Senior Leadership Team, I work collaboratively across the Qubik Sales team to drive growth, optimise our profitability and create and deliver value for our customer.

Key relationships include:

CEO	<ul style="list-style-type: none">• Coach and leader• Strategic direction; Scope management; special projects
COO	<ul style="list-style-type: none">• Line manager• Brand and product owner
ExCom	<ul style="list-style-type: none">• Executive leadership team; strategic and operational direction and decision making
Sales Team	<ul style="list-style-type: none">• Accountable for sales volume and maintaining price• Compliance with Client Acquisition System
Financial Controller	<ul style="list-style-type: none">• Data validation, collation, monitoring, reporting insight
Business Enablement	<ul style="list-style-type: none">• Process clarity and playbook development SME

How I am measured

The GM Sales and Marketing will be measured on:

- Revenue - measured in terms of volume and price
- Product mix
- Cost-to-sell
- Channel performance
- Win/Loss ratios
- Retention
- Team engagement
- Projects as required

Organisational Structure

