

JOB DESCRIPTION

JOB TITLE: Chief Commercial Officer

DEPARTMENT: Executive

REPORTS TO: CEO

MANAGES: Sales, Marketing, Events and Partnerships

LOCATION: Coventry

Note: This post will involve travel throughout the UK and the post holder will from time to time be required to stay away from home for short periods.

MAIN PURPOSE OF POST

The Chief Commercial Officer will be responsible for executing the commercial strategy for Housemark, driving the commercial sales and marketing levers and strategy in line with the product roadmap, to drive revenue growth. The role holder will have P&L ownership and accountability for the Housemark commercial success.

They will use customer insight to drive the business forward and lead the thinking for how the business needs to evolve. They will contribute to the product roadmap for Housemark, work to build relationships with our technology and product leads, to guide them on the OKRs required and hold to account on delivery.

They will lead on building the Housemark GTM strategy and brand, building relationships with opinion formers and thought leaders, identify the right strategy for working with government and social housing bodies and generally leading the agenda on how to be the market leading social housing data and analytics business in the UK.

MAIN DUTIES

- Creating the customer insight led proposition for what Housemark becomes to lead the market.
- Partnering with the Senior Leadership Team to develop and execute the strategic roadmap, with a goal of boosting revenue and profitability through products, propositions, and partnerships.
- Delivery of the commercial strategy, by driving differentiation through higher margin activities and delivering growth, including the identification of future solutions and market opportunities
- Responsible for bringing a best-in-class approach to engaging with our partners and potential new logo customers which leverage relationships and drive our proposition in the market.
- Accountable for the P&L and implementing changes to improve financial performance.
- Driving the performance and profitability of the existing portfolio – adjusting as necessary to create sustainable growth.
- Manage and report on actual business performance against forecast and sales targets and identify the plan to fix any operational issues.

- Leading, building, and fostering high performing teams, committed, and motivated to achieve ambitious targets.
- Maximising reach by integrating new, scalable partners.
- Accurately forecast future sales opportunities which are competitively priced and develop sales plans which deliver.
- Create marketing strategies that support lead generation, sales and thought leadership.
- Act as a business representative and company advocate at major industry events & conferences.
- Drive profitable new logo growth in membership, consulting and Photobook and maximise conversion opportunities.

CORPORATE RESPONSIBILITIES

- Work collaboratively and communicate effectively at all levels across Housemark, to ensure that all relevant teams are always apprised of the latest customer intel and are putting customers at the heart of our business.
- Promote the Housemark brand and model the Housemark values.
- Comply with the company's health and safety policy and procedures and to take reasonable care, to the best of their individual knowledge and ability, to avoid injury to themselves and to others by acts or omissions in their work.
- Undertake any other duties that are consistent with Housemark's expectations for this level of post.

Post holder signature:

Date:

CHIEF COMMERCIAL OFFICER

PERSON SPECIFICATION

QUALIFICATIONS

• Educated to degree (or equivalent) level	Desirable
• Management qualification	Desirable
• Current valid driving licence	Essential

EXPERIENCE

• Minimum of 5 years of experience in a senior managerial position with a proven record of success	Essential
• Experience in partnering with an executive team and have a high level of written and oral communication skills	Essential
• Strong problem solving and creative skills and the ability to exercise sound judgement and make decisions based on accurate and timely analyses.	Essential
• Experience of staff management and team leadership	Essential
• Evidence of successful leadership and corporate working	Essential

DESIRED SKILLS

<ul style="list-style-type: none">• A highly commercial leader who has delivered significant growth in new business lines.• Strong market understanding, able to craft and execute business, sales & marketing strategy.• A creative, highly numerate leader able to think of new approaches to challenges, at pace, with measurable results.• A data driven influencer who can clearly set out a strategy and align internal and external stakeholders with those objectives and expectations.• Ability to easily transition between strategic thinking/planning and rigorous operational execution.• P&L ownership experience• A compelling and impactful communicator – able to convey executive presence with internal and external audiences, including the Senior Leadership Team, customers, and partners.• Inspirational leadership style and hands-on approach• A visionary leader who can inspire others to believe in the potential of this business.• Confident to have the moral courage to do the right thing and be counted when it is needed.• Proficient in the use of MS Office and CRM software
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COMPETENCIES / capabilities

LEADERSHIP	
Leadership	Motivates, enables and inspires others to succeed without discrimination. Has a clear vision of what is required to achieve organisational success, delegates significant accountability with clarity, and acts as a positive role model.
Commercial Accountability	Understands the key business drivers that affect the profitability and growth of Housemark and takes appropriate action to maximise Housemark's success. Demonstrates corporate responsibility, ownership for success, and accountability.
THINKING	
Problem Analysis	Accurately identifies problems, seeks pertinent data without bias, recognises important information, and identifies possible causes of problems.
Customer Service	Exceeds customer expectations by displaying a total commitment to identifying and providing solutions of the highest possible standards aimed at addressing customer needs, whilst factoring in Housemark's best interests.
RELATING TO OTHERS	
Persuasive Oral Communication	Expresses ideas or facts in a clear, succinct, and persuasive manner. Participates actively and convincingly in conversations, without dominating and by accurately synthesizing others' contributions. Uses active listening skills for the benefit of others, rather than listening simply to extract information or to confirm own ideas.
Written Communication	Ability to express ideas clearly in writing, with good grammar, spelling, and punctuation, to a level where documents do not require editing or review by another.
Flexibility	Ability to modify own behaviour and adopt a different style or approach in order to reach a goal, manage change, embrace diversity, and resolve conflict.
DELIVERING RESULTS	
Personal Organisation for the Team	Efficiently establishes an appropriate course of action for self within the larger context of working within the team. Jointly clarifies the purpose with others and works towards accomplishing goals, even when the team is working on something of no direct personal interest.
Driving Success	States opinions, seizes opportunities and pursues goals, makes timely decisions, acts ethically, demonstrates accountability for outcomes, and increases overall efficiency and effectiveness.