

## JOB DESCRIPTION

**JOB TITLE: UK&I SALES OPERATIONS MANAGER**  
**REPORTING TO: CCO**

<b>Job Title</b>	UK&I Sales Operations Manager
<b>Scope of Role</b>	As the Sales Operations Manager you will act in a professional manner at all times and have experience in the fire and security industry and a keen sales orientated mindset. You are a people person, who is excellent at communicating and has strong organisational skills. Acting as an ambassador to position the company's reputation as a leading and respected employer.
<b>Location</b>	Any Scutum Office
<b>Reporting relationships Internal/external customers</b>	You will report to the CCO directly, but with a strong functional reporting line to the COO. The post holder will be expected to engage at a senior level with clients as well as form strong business relationships across the wider business, including participating in wider Group and Corporate meetings/forums. You will work closely with the Sales team.
<b>Key Accountabilities</b>	
<b>Strategic &amp; Analytical Responsibilities</b>	
<ul style="list-style-type: none"> <li>• <b>Sales Forecasting &amp; Pipeline Analysis:</b> Monitor sales pipelines, generate forecasts, and provide insights for strategic decision-making.</li> <li>• <b>Performance Metrics &amp; KPIs:</b> Develop and track performance metrics to identify trends, gaps, and improvement opportunities.</li> <li>• <b>Territory and Quota Management:</b> Design and optimise sales territories and set appropriate quotas in alignment with business goals.</li> </ul>	
<b>Sales Process Optimisation</b>	
<ul style="list-style-type: none"> <li>• <b>Process Design &amp; Standardisation:</b> Streamline and document the sales process from lead capture to close to ensure consistency and efficiency.</li> <li>• <b>Sales Playbook Development:</b> Create and maintain playbooks and process guides to ensure best practices across teams.</li> </ul>	
<b>Technology &amp; Tools</b>	
<ul style="list-style-type: none"> <li>• <b>CRM Ownership &amp; Optimisation:</b> Drive adoption, data hygiene, and customisation of the CRM system (e.g., HubSpot, JobLogic).</li> <li>• <b>Technology Stack Management:</b> Evaluate, select, and manage third-party tools that support the sales function (e.g., sales engagement platforms, analytics tools, automation tools).</li> </ul>	

## **Cross-Functional Collaboration**

- **Alignment with Product/Delivery Teams:** Ensure the sales team is aligned with product/service updates and delivery capabilities.
- **Sales Training & Onboarding:** Develop onboarding programs and ongoing training initiatives to improve sales team effectiveness in conjunction with the HR Dept.
- **Customer Insights & Feedback Loops:** Gather insights from sales and customer interactions to inform product, marketing, and operational strategies.

## **Marketing & Campaign Coordination**

- **Demand Generation Coordination:** Partner with Corporate marketing to align on target accounts, messaging, and campaign execution, including websites and social media.
- **Event & Webinar Management:** Support planning and execution of sales-focused events, trade shows, or webinars.

## **Governance & Compliance**

- **Contract & Proposal Governance:** Ensure consistency, compliance, and quality control in all bids, proposals, and client-facing documents.
- **Data Governance:** Ensure data accuracy and compliance with GDPR or other relevant regulations
- **Health & Safety:** To follow Health & Safety procedures set out by the company in order to ensure the safety of you, your colleagues and others. Also, adhere to the Company Health and Safety policy.
- **Company Policy & Governance:** Adhere to company rules and ensure compliance to ISO: 9001:2015 & ISO 14001:2004

## **Candidate Profile**

### **Educational Requirements/Qualification**

No formal education requirements are required, however, detailed knowledge of the fire and security industry, lead generation and marketing is preferred.

### **Experience**

- Knowledge of fire and security products and GTM services.
- Previous experience of HubSpot preferred.

### **Skills, abilities & personal qualities:**

- You must have good business instincts and be able to communicate across all levels.
- An understanding of management procedures.
- Strong interpersonal skills.
- Be self-motivated, proactive and dynamic.
- You are professional and diligent.
- Highly organised with excellent written and oral communication skills.
- Must be I.T. literate and confident with Microsoft Office, and Sales and CRM platforms and a good understanding of website and social media platforms.

## **Compliance**

You must remain contract compliant and produce documentation when requested to do so by the HR department in a timely manner so as to maintain your contract compliant status. Failure to comply with this requirement may result in your removal from contract and termination of employment.

**Human Rights**

You will treat members of staff with respect and abide by the human rights obligations as detailed within training presentations. Failure to comply with this requirement may result in your removal from contract and termination of employment.

**Anti-bribery & Corruption**

You will abide by the Scutum business ethics code and will report any acts of nonconformity you have witnessed or believe to have taken place during the conduct of your duties.

**Additional**

Normal hours of work are Monday to Friday from 8.30am to 5.00pm. You will be expected to keep your working hours flexible and additional hours of work may be required as business circumstances dictate. You must hold a full driving license.

**Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as required.