

Sales & Marketing Manager

Reporting to	CEO
Location	No.1 Spinningfields, Manchester
Contract	Permanent
Package	Competitive salary + benefits

Work with us

At Nomical we pride ourselves on our creative and scalable solutions. From cloud to connectivity to collaboration, we develop and support a spectrum of bespoke, cutting edge tech across a broad range of industries. Founded in 2006, we continue to grow and innovate. At the end of the day, we love modern tech and we love making our customers happy.

What it's like to work here

We love what we do and embrace constant change, even if that means breaking our own mould (especially when it means we get to tinker with new toys!)

We're a diverse bunch with many different backgrounds, interests and perspectives. We believe this is what makes us strong as a team and ultimately successful.

Our HQ is in one of Manchester's newest buildings, No.1 Spinningfields. It's a vibrant office with plenty of break out areas so you can find your ideal work environment, whether that's at a desk or on a sofa. We even have a barista on site for all your re-fuelling needs.

If you consider yourself a doer, an eager learner and you are kind and thoughtful in everything you do, then we could be a great fit and we want to hear from you.

Your role

As the Sales & Marketing Manager you will lead, manage and develop the Sales and Marketing team to deliver on the marketing strategy and sales targets.

Your role will involve:

- ▶ Shaping the marketing and sales strategy for the business and taking ownership of its delivery, and measuring and reporting on the effectiveness of marketing campaigns.

- ▶ Identifying opportunities within the existing client base as well as new business through research.
- ▶ Sustaining rapport with key customers by making periodic visits, exploring specific needs, and anticipating new opportunities. Provide support and guidance to Account Managers, ensuring that they are adequately supported and able to meet customer needs and expectations.
- ▶ Business development (both on and off-site), building and developing networks across established clients as well as building opportunities from cold with new clients.
- ▶ Take ownership of corporate website and all associated media outlets including social media strategy and activity (including managing outsourced providers).
- ▶ Build Nomical's presence in the market as a 'thought leader' - post blogs, generate and contribute to White Paper ideas, industry journals targeted at prospective customers etc.
- ▶ Attend and participate at relevant industry conferences and events, as a speaker, event staff or to walk the floor.
- ▶ Champion ideas and develop product and service offerings, constantly looking for ways to enhance our service abilities whilst generating revenue.
- ▶ Take overall pre-sales responsibility, working in collaboration with senior customer stakeholders. Arrange, prepare for and attend sales presentations and pitches with prospective clients.
- ▶ Preparation of quality proposals and presentations, and assisting with related work streams throughout the sales process.
- ▶ Post-sales - heavily involved in project initiation and kick-off to ensure delivery of customer requirements.
- ▶ Working closely with technical colleagues during the development of new products or new customer requirements or on-boarding.
- ▶ Managing budgets for the required resources and campaign activity across a range of channels.
- ▶ Compiling timely and accurate management information and sales reports, and presentation of key trends, analysis and insights to the Directors.

What we need from you

- ▶ Educated to degree standard and a keen interest in tech.
- ▶ Considerable experience in a B2B sales environment.
- ▶ Experience and knowledge of the IT industry (MSP or cloud services experience is an advantage)
- ▶ A proven track record in developing and implementing effective marketing strategies and delivering against sales targets.
- ▶ Good influencing and negotiation skills.
- ▶ A strong communicator who can manage the issues and celebrate success in equal measure.
- ▶ An engaging and driven sales leader with strong hands-on skills. If it needs doing, you do it.
- ▶ Excellent verbal and written communication as well as organisational skills.

- ▶ Demonstrable experience of working with senior business stakeholders and influencing business thinking.
- ▶ Ability to inspire and promote an ethos of service excellence.
- ▶ Able to drive and deliver process improvement internally.
- ▶ High level of personal commitment and standards, and attention to detail.

This is a fantastic opportunity for an ambitious individual who is looking to grow, and work within a dynamic company with forward thinking colleagues.

How to apply

To apply for this position, please send us an email at jobs@nomical.com and include a copy of your CV.