

Streets Heaver Healthcare Computing

Job Description

Job Title:

Head of Sales and Marketing

Main purpose of role:

The Head of Sales & Marketing drives sustainable revenue growth by leading market strategy, sales execution, and cross-functional alignment. This new role requires a seasoned commercial leader to shape scalable sales and marketing operations, ensure data-driven planning, and collaborate across the business to deliver results.

Annual salary:

Experience and sector knowledge dependant

Employment Type:

Full time/Permanent

Job location:

Lincoln - Hybrid working (with in office contract) – Minimum of 2 days in the office per week with regular in-office meetings each month

Reporting to:

Managing Director (MD)

Duties and Responsibilities:

- 1) Develop and manage the annual sales and marketing strategy, including budget ownership.
- 2) Review, restructure, and lead a high-performing commercial team with clear objectives and coaching
- 3) Drive channel sales growth and explore new market expansion opportunities.
- 4) Implement and optimise CRM and sales/marketing systems to support scalable operations
- 5) Deliver a robust sales enablement program covering training, tools, and processes.
- 6) Oversee pipeline management, forecasting, and reporting on key sales and marketing metrics.
- 7) Support major commercial opportunities, including international opportunities, alongside the MD and Head of Commercials.
- 8) Cultivate senior client relationships and act as a trusted commercial partner.
- 9) Lead the marketing strategy ensuring brand alignment.
- 10) Contribute to product strategy by relaying market insights and customer needs to influence roadmap decisions.
- 11) Become a brand advocate and ambassador to our mission and purpose

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Essential skills

- Proven experience in leading sales and marketing functions at a senior level
- Strong strategic planning and budget management capabilities
- Expertise in CRM systems and data-driven decision-making
- Ability to build, lead, and develop high-performing commercial teams
- Excellent communication and stakeholder engagement skills
- Track record of delivering revenue growth and market expansion
- Experience in sales enablement, pipeline management, and forecasting
- Commercial acumen with a deep understanding of customer needs and market dynamics
- Ability to collaborate cross-functionally, especially with product and finance teams
- Strong leadership and coaching abilities

Desirable skills

- Experience in international sales and market entry strategies
- Familiarity with SaaS or technology-driven business models
- Knowledge of modern marketing tools and digital channels
- Background in demand generation and revenue operations
- Experience working in a fast-growing or scaling business
- Ability to act as a brand ambassador and represent the company externally
- Understanding of product lifecycle and contribution to product roadmap
- Exposure to channel sales and partnership development
- Analytical mindset with experience in performance metrics and KPIs
- Formal training or qualifications in sales, marketing, or business leadership

Why you should pick us:

- **Dedicated PDP time:** We give you dedicated time to be spent on your personal development each week.
- **We'll help grow your knowledge:** We have a dedicated internal Learning and Development department to help upskill you throughout your career with us.
- **Everyone needs a break sometimes:** We give 25 days' annual leave, plus bank holidays.
- **To help you celebrate:** We provide an extra day off for your Birthday.
- **Make a difference:** Enjoy an extra day off annually to dedicate to volunteering and giving back to the community.
- **Team building is important:** We have a departmental outings budget so everyone can get to know each other outside of work. We also have regular companywide events.
- **New starter WFH allowance:** Outside of your technical equipment, which we of course provide, we also give £100 Work from Home Allowance to go toward anything else.
- **Thinking of the future:** We have Pension & Private Healthcare Insurance schemes.
- **Drive green:** Take advantage of our electric car leasing scheme via salary sacrifice.
- **Stay active, earn rewards:** We provide MyZone fitness watches to help you stay active and healthy. By consistently engaging in physical activity, you can earn up to 3 extra days of holiday per year — a great way to boost wellbeing and reduce absence.

Employment is subject to:

- Successful completion of DBS check
- Proof of eligibility to work in the UK

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.