



JOB DESCRIPTION

HEAD OF SALES

NORMAL PLACE OF WORK:

Kings Langley or Weston-Super-Mare

REPORTS TO:

Managing Director

ROLE SPECIFICATION:

Responsible for leading MacRail's sales and commercial strategy, driving sustainable revenue growth, and expanding the company's services into new markets and sectors.

You will oversee all commercial activity across the business, ensuring strong pipeline generation, effective account management, and the successful conversion of opportunities into long term partnerships.

Working closely with the Managing Director and senior leadership team, you will develop and deliver strategic growth plans that strengthen MacRail's position within the rail sector while identifying and unlocking opportunities in new industries.

KEY RESPONSIBILITIES:

Strategic Leadership

- Develop and deliver the company sales strategy aligned with the wider business growth plan
- Identify and lead expansion into new sectors and markets beyond MacRail's existing core services
- Support the Managing Director in shaping commercial direction, long term planning, and revenue targets
- Lead the commercial team to ensure consistent pipeline generation and revenue growth
- Drive a high performance sales culture focused on sustainable growth and client relationships

Business Development and Market Expansion

- Identify new market opportunities and build strategies to successfully enter them
- Develop strategic partnerships with organisations across rail and other infrastructure sectors
- Lead key client engagement and relationship building with senior stakeholders
- Oversee the development of new service offerings aligned with emerging market needs
- Represent MacRail at industry events, exhibitions, and networking opportunities

Sales and Commercial Performance

- Own overall sales performance and revenue generation across the business
- Set and monitor commercial targets and KPIs for the commercial team

- Oversee the generation of new leads and the development of new business opportunities
- Ensure accurate forecasting and reporting of sales pipeline and revenue performance
- Present commercial performance and growth updates at senior leadership and group meetings

Commercial Governance

- Oversee quotation processes and pricing strategies across products and services
- Provide leadership on contract management including variations, claims, and dispute resolution
- Identify commercial risks and ensure mitigation strategies are implemented
- Ensure contractual and customer documentation is accurate and properly managed
- Ensure CRM systems are maintained and used effectively across the commercial team

Team Leadership

- Lead, mentor, and develop the Commercial Manager and wider commercial team
- Foster a collaborative and high performing environment that supports work winning
- Support recruitment, training, and development of commercial team members
- Encourage innovation, continuous improvement, and knowledge sharing within the team

Client Relationships and Brand Development

- Maintain strong relationships with key customers and strategic partners
- Support account management strategies that maximise client value and retention
- Identify upselling opportunities across existing contracts and partnerships
- Contribute to brand reputation through thought leadership, networking, and industry engagement
- Support marketing activity including social media and sector engagement initiatives

Culture, Compliance and Continuous Improvement

- Ensure adherence to company processes, policies, and industry compliance standards
- Uphold and promote MacRail values across all commercial activity
- Contribute to group initiatives including social value and business improvement programmes
- Attend leadership and development programmes where appropriate

This list should not be regarded as exhaustive. The role holder will be expected to carry out other duties relevant to the role and business growth.

OTHER ACCOUNTABILITIES:

- Being fully aware of and actively complying with Munnelly Group's policies and procedures relevant to your own responsibilities.
- Performing any other reasonable duties as directed by line management.
- Initiating continuous improvement in your own areas of responsibility.

This list should not be regarded as exhaustive, and the role holder will be expected to deliver other duties relevant and appropriate to the role.

PERSON SPECIFICATION:

- Proven experience leading sales or commercial teams
- Strong track record of driving revenue growth and winning new business
- Experience developing and delivering sales strategies
- Experience expanding services into new markets or sectors
- Strong commercial and financial acumen including budgeting and forecasting
- Experience managing contracts and negotiating commercial agreements
- Ability to build and maintain strong relationships with senior stakeholders
- Excellent leadership and team development skills
- Strong communication and presentation skills
- Ability to analyse data and drive decisions based on commercial insight
- Experience using CRM systems to manage sales activity and reporting
- High level of organisation and attention to detail
- Strong problem solving and decision making abilities