

HEAD OF PRODUCT, MARKETING & SALES

Business function: Product & Sales

Closing date: 28 February 2019

Reports to: Managing Director

Start: From April 2019

Location: Near Tonbridge, Kent

Salary: £55,000 to £65,000 depending on experience

Terms: Permanent full time.

TRULY FIBRE, TRULY FAST

We're expanding our team as we transform broadband in Kent and beyond. If you'd like to join us on our exciting journey, we'd love to hear from you.

Call Flow has an established Fibre to the Cabinet broadband (FTTC) business in four counties, and has recently launched Trooli, which builds full fibre optic networks to homes and businesses using Fibre to the Premises (FTTP) technology. Trooli delivers the highest speed and highest quality broadband services in the country – modern, future-proof and fit for the digital age.

THE ROLE

We're a small company with a very exciting future. This opening provides an exceptional opportunity for an experienced and dynamic product and sales expert to develop and lead the business function. You will take the Call Flow and Trooli brands and product sets through their next stage of development and beyond, providing strategic direction for the marketing campaigns and channels that will drive our brand awareness and sales volumes. You will also manage and develop our growing marketing and sales teams, to deliver successfully against our business plan targets.

Responsibilities

Product Strategy

- Develop the Call Flow and Trooli product and pricing strategies to deliver our business plan, shaped by regular competitor analysis, customer needs analysis and customer feedback.
- Continual innovative product development - testing and validating new product ideas.
- Deliver reports and analysis on product take-up by geographical area and demographics.

Product Delivery

- Ensure that 'quote-to-cash' processes support all products effectively.
- Identify opportunities to improve processes and/or sponsor the introduction of system changes to improve efficiency.
- Identify and recommend opportunities to improve the profitability of the product set against the business plan.
- Track monthly product financial performance for revenue and opex; provide forecasts against agreed budgets.
- Ownership of all product collateral, including website content, developing content in collaboration with the Technical Services team and the PMO.

Marketing and PR

- Lead, manage and develop our Marketing team.
- Work with our Planning team and Build Operations teams to continually align our external messaging with network roll out.
- Manage the relationship with our partner marketing & creative agency to formulate and deliver localised campaign strategies and media plans to the agreed budget.
- Work with our partner marketing & creative agency to develop brand awareness.
- Measure and assess the impact of each local marketing campaign, to inform future campaigns, and understand how successfully we are reaching our target market and cost effectiveness of each channel.
- Work with our partner PR agency to identify PR opportunities, formulate and deliver appropriate strategies.

Sales

- Lead, manage and develop our Sales team and operations, and drive Sales performance.
- Track our sales funnel performance, monitoring activity, trends and opportunities.
- Understand the levers available to drive customer take up and use these where appropriate to maximise sales performance while remaining within agreed tolerance on margins.

Your experience

You will hold a degree and have at least four years' experience in product management and/or sales and marketing. You will have prior experience and sound knowledge of the UK broadband market and consumer product marketing and sales. You will be a dynamic leader and trusted expert – you will have managed large marketing budgets, driving sales volumes and brand development by implementing innovative and evidence-based strategy.

Your skills and personal attributes

- An exceptional communicator who can build relationships with ease
- A decision maker, willing to make judgement calls and stand by them even when not universally popular.
- Proven commercial acumen and entrepreneurial approach, with strong negotiation skills.
- Ability to interact with vendors, customers and competitors to keep up to date with all new developments in the broadband space.
- A proactive attitude and willingness to adapt to the requirements of a fast-growing organisation.

Our values

- **Integrity:** be transparent and honest with our customers and with each other.
- **Passion:** be excited about what we do.
- **Develop:** invest in each individual.
- **Continual improvement:** work smarter, not harder.
- **Proactive:** take responsibility.
- **Teamwork:** support and collaboration.
- **Quality:** we do what we do well.

If you think you are the person we are looking for, please send your CV to careers@trooli.com prior to the closing date.