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Company: Lift Services Ltd  
Function: Management  
Reports to: Managing Director UK S&I

## Purpose

The B2B Director is responsible for managing the B2B Division staff and p&l, leading, motivating and developing a strong leadership team across all B2B channels incorporating marketing, sales and customer care. They will drive revenue and earnings performance across our Public Sector and Dealer partners by optimising the customer experience, whilst respecting the Company's Brand positioning and guidelines.

## Key Responsibilities

- 1) **Compliance** – ensure that all relevant Group and Company policies and procedures, including those relating to Health and Safety, Product Safety, Data (including GDPR regulations), the Environment and People, are effectively promoted and implemented.
- 2) **Budgeting** – work with Finance Business Partner and UK MD to prepare annual budget and regular forecasting of future performance.
- 3) **Brand** – ensure that all activities and creative approaches are aligned with the Stannah Group Brand Guidelines and support our aim to strengthen the Stannah Brand. Monitor and challenge external activity that infringes on our trademarks and IP.
- 4) **Marketing and PR** – develop and implement annual marketing plans for all areas of responsibility to support the achievement of business objectives. Constantly review progress and adjust plans as required.
- 5) **Sales Team** – ensure Sales team have the systems and tools to maximise order conversion rates, whilst adhering to all customer-centric and brand positioning policies. Support senior sales leadership to develop, implement and deliver sales strategies to achieve targets and maximise growth alongside engaging a successful salesforce.
- 6) **Account Management and Customer Care** – ensure all customer communications and contact points achieve the highest standard of customer care.
- 7) **Operations** – work with Operations Director to optimise lead times, customer communications and the overall customer experience.
- 8) **Systems** – work with Systems Business Partner to develop suite of outstanding systems/apps for our staff and customers.

# B2B Director

- 9) **HR** – work with HR Business Partner to design and deliver appropriate staffing strategy and procedures which adhere to company policies whilst also developing each employees' potential.
- 10) **Product** – support product development activities by advising on market and customer requirements, supporting launch plans and managing changes to customer experience.
- 11) **Analytics and Reporting** – ensure all activities are monitored to derive optimal performance.
- 12) **Market & Customer knowledge** – understand and monitor developments in the market and competitor activity and use knowledge gained to develop plans and provide insight with others in the business. Set-up regular mystery shopper campaigns to gain insight on competitors' sales tactics as well as our own.
- 13) **Continuous Improvement** – drive a culture which challenges existing processes and methods and identifies areas which can be improved through diligent testing of new ideas.
- 14) **People** – lead and develop your team such that they actively contribute to delivering the business plan, growing the business and achieving improved financial results.

*This list is not exhaustive and the jobholder will be expected to undertake any duties within their capacity to meet the needs of the business.*

## Skills and Experience

- Proven experience in a relevant B2B senior management role, including significant marketing, sales, account management, p&l and staff responsibilities.
- Strong understanding of Public Sector procurement processes.
- Experience having developed and implemented business plans that enabled the business to meet its objectives.
- Highly numerate and able to analyse sales and marketing data to form recommendations and make decisions.
- Strong inter-personal skills with proven ability to work across all levels of an organisation.
- Excellent organisational skills with the ability to plan, prioritise and organise your own and your team's work.
- Thorough understanding of the business systems and processes that relate to the role.
- Understand the market in which we operate, including the main market sectors, characteristics, product types, current trends, competitors etc.
- Understand the products and services offered by your business unit, and have a good awareness of other products and services offered by the Stannah Group.
- Aware of the laws, regulations and standards that apply to how we work and the products that we supply, including those related to Health and Safety, and Product Safety.

## Personal Attributes and Behaviours

- ✓ Creative thinker who actively seeks new ideas and ways of working.

# B2B Director

- ✓ Effective team player.
- ✓ Dynamic and have a positive can-do attitude but remain calm under pressure.
- ✓ Know when to say no.
- ✓ Well organised and manage your time effectively by focusing on priorities and results and strive to work smarter not harder.
- ✓ Committed to actively improving own skills, knowledge, business awareness and performance through ongoing personal development.
- ✓ Communicate in a clear, concise and timely manner, when both writing and speaking.

## Managerial and Supervisory Responsibility

- Responsible for the whole B2B Division, direct reports include Marketing Manager, National Sales Manager, Dealer Manager and Customer Care Manager

## Relationships

### Internal

The jobholder will be expected to develop and maintain effective working relationships with all relevant people and at all levels of the organisation.

### External

The main external relationships will be with external agencies, dealer organisations and public sector organisations including local authorities.

## Education and Qualifications

- Degree or equivalent in Business