

Sales and Marketing Director

Donington, Lincolnshire, PE11 4TA

Full Time: Monday to Friday, 08.00 am to 5.00 pm, 40 hours per week.

Salary: DOE

About Us:

George Barnsdale is a leading manufacturer of sustainable timber windows and doors based in Donington, Lincolnshire. Committed to environmental governance and quality craftsmanship, we deliver innovative solutions to our customers while championing sustainable practices within the industry. We work in a range of sectors including commercial projects on some of the most iconic buildings in the country and homeowner refurbishments through our network of installation partners.

Our plans:

We are moving into a phase of development and growth, investing significantly to build on the strong position we have earned in our market. To support this, we are developing our team with training and new facilities. We are also bringing in new roles where we want to bring in external expertise and experience.

Overview of role:

As the Sales and Marketing Director at George Barnsdale, you will be a key member of our Senior Leadership team, responsible for the successful execution and continuous improvement of the company's sales and marketing strategies. You will drive growth, enhance brand visibility, and ensure ongoing customer satisfaction.

You will have a hands-on approach and be market facing but experienced enough to self-manage the boundaries between leading and doing.

Main Job Purpose:

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Personal Skills:

- You will be a natural leader of both sales and marketing functions and have a proven track record of delivering transformational sales and marketing strategy and execution in the digital age.
- You will be able to tailor and improve the current sales and marketing strategy and competitive position for the business, establishing clear brand propositions and articulating those successfully both within and outside the organisation.

- You will be adaptable and resilient to the ever-changing market conditions and customer requirements.
- You will be focussed on data and the use of CRM software to formulate, implement, monitor, and modify activity.
- Highly organised with exceptional attention to detail.

Essential Requirements:

- Minimum of 8 years of marketing experience, preferably in manufacturing and construction.
- At least 5 years' experience in a Sales and Marketing Director role or a similar capacity.
- Proven track record in developing and delivering effective sales and marketing strategies, including outstanding digital content creation and website management.
- Degree in Business, Marketing, or Sales.
- Strong commercial and strategic skills.
- Strong analytical skills, including interpreting sales data and market trends.
- Excellent communication and presentation skills, with a knack for influencing and negotiating effectively.
- Understanding of the construction and manufacturing industries

Desirable Requirements:

- Knowledge of the construction industry.
- Knowledge of MS Dynamics 365 Sales; MS Dynamics 365 Marketing
- Understanding of technical and engineering concepts to understand the nuances of our products and services.

For the right candidate we offer:

- MHFA England Mental Health First Aiders
- Free Parking
- Perks at work – Discounts
- Corporate Clothing
- EAP Construction industry Helpline
- Working Party Meetings – Have your say.
- Professional Development
- Pension
- HSEQ Committee & Employee Representatives
- Holidays: 23 days

If you feel you have the right skills and knowledge to fill the above role, then please complete the application form <https://www.georgebarnsdale.co.uk/careers/> and return to HR@gbstp.com