



Role profile

Job title	Sales Director and General Manager DER-IC programme	Job family and level	Administrative, Professional and Managerial Level 7
School/ Department	Faculty of Engineering	Location	Power Electronics and Electrical Machines Centre (PEMC), Jubilee Campus

Purpose of role

To develop and implement an ambitious commercial growth strategy for the Driving the Electric Revolution (DER) programme at the University of Nottingham, translating our outstanding research expertise into profitable solutions for industrial clients.

To provide strategic leadership for Driving the Electric Revolution Industrialisation Centre (DER-IC) at the University of Nottingham, its team and its facilities and deliver all commercial activity and support for research activities in line with DER-IC objectives and commitment to our funders.

Lead a team covering business development, operations and technical management at the Centre and work with engineers, and programme managers within the wider PEMC group to deliver the growth strategy with a safe, efficient, and market-led approach.

Initially leading a new business unit, Nottingham Drives Specialist Services (NDSS), ensuring the financial sustainability of the PEMC site, the Engineering faculty and the wider institution and serve to grow into a much larger operation as part of the University's zero carbon strategy. More broadly, using the NDSS as a vehicle, lead on the development of policy and procedures for the widespread commercial use of equipment across the University.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>Strategic development and implementation of Nottingham's DER Commercial growth strategy</p> <ul style="list-style-type: none"> ▪ Develop, implement, and report on the commercial growth strategy for the DER programme with priorities as follows: <ul style="list-style-type: none"> ○ Primary focus - DER-IC NDSS – testing services ○ Secondary focus (once DER-IC delivery on track) - wider DER programme ▪ Be accountable for the evolution of the commercial strategy for further development and expansion of the DER-IC facilities over time, working closely with the academic leads, Head of Group, and members of the management board, DER Industrial Strategy Challenge Fund (ISCF), and internal and external stakeholders. Build business cases as appropriate for delivery of expanded facilities and capabilities. 	10%

	<ul style="list-style-type: none"> ▪ Establish appropriate sales objectives (and run rate targets) by developing annual sales volume and profit targets for existing and new products/services and communicate clear run rate targets for the DER-IC. ▪ Build appropriate sales and profit targets out to a 5-year plan to feed into the University's Commercial Medium Term Financial plan (MTFP) profit targets and ensure financial sustainability of the Centre. ▪ Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends, economic indicators and competitors. ▪ Work with technical teams to build compelling propositions, winning new clients, building an order book and backlog, and putting in place project processes to be delivered on time and to cost, strengthening the University's external reputation and relationships, and delivering the targeted income and profit from commercial testing, characterisation, and technical consultancy activities. 	
2	<p>Development of unique value propositions into standard project offerings</p> <ul style="list-style-type: none"> ▪ Build and maintain clear market insight for Power Electronics, Electrical Machines and Electrical Drives and translate this to inform the development of clear and targeted value propositions for projects to deliver products and services from across the DER programme. ▪ Collaborate with our researchers and engineers to understand the art of the possible and to develop an innovation pipeline of commercial value proposition across a range of TRLs with the intent to turn these into standard projects over time. ▪ Use competitive and client intelligence to price our projects in line with the competitive advantage we offer. ▪ Lead the marketing of the DER propositions project offerings and coach others to present and sell our offer in a commercial and compelling way to our clients. ▪ Develop the Centre's brand and profile through effective marketing and PR with our current and future client base, internally, regionally, and beyond. 	20%
3	<p>Sales Delivery and Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> ▪ Ensure delivery against all sales and profit targets. Ensure that sales and facility capacity and resources are managed to ensure project loads do not exceed capacity to deliver. ▪ Foster a commercial and client-focused mindset and approach across the DER team. ▪ Implement a structured project reporting methodology from project development and inception to project in-progress updates, delivery and close-out. Include a risk management process and budget, and capture lessons learned to ensure continuous improvement and risk reduction across projects. ▪ Regularly engage with industrial clients across all stages of projects, to understand their business needs, challenges and objectives and 	40%

	<p>seek feedback on our offer and delivery to ensure we are meeting these requirements.</p> <ul style="list-style-type: none"> ▪ Ensure all CRM data is effectively managed for optimum support to clients. This includes customer contract management. 	
4	<p>Strategic leadership, management and overall responsibility of the NDSS</p> <ul style="list-style-type: none"> ▪ Be accountable for all internal and external testing activities of the Centre – to be delivered according to all safety standards and on time, in full and at the right quality level and cost. ▪ Provide people-focused leadership; creating and setting a vision for the future by engaging, developing and nurturing the team at the Centre, communicating a clear vision, strategy and targets and cascading this into all team members' objectives and training/development plans. ▪ Monitor the quality of service provided to industrial and internal customers; setting priorities and service levels, implementing robust policies and procedures (e.g. ISO9001 and also Lean principles of 5S, TPM), and promote a culture of continuous improvement and high performance aligned to UoN values. ▪ Provide oversight to the effective management of budgets and resources to manage the cost base of the Centre and profitability of our products and services. ▪ Ensure all commercial activities at the Centre comply with state aid rules. ▪ Engage with and actively support University strategic objectives and initiatives developments that align with the goals of the Faculty of Engineering, DER and the Centre. ▪ Work closely with relevant professional service teams to lead on the development of operating model, policies and procedures to support the wider commercialisation of specialist equipment across the university. 	25%
5	<p>Support research project planning with potential future commercial value</p> <ul style="list-style-type: none"> ▪ Provide high level advice and input to the design of future research projects using an in-depth understanding of industry's needs and problems they need to solve. ▪ Work closely with University researchers, research office staff and contracts, to ensure that new projects are well resourced and commercially viable. 	5%
6	<ul style="list-style-type: none"> ▪ Any other duties appropriate to the grade and role, including work with and support the wider university commercial community by championing best practice. 	

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Proven strategic commercial/sales operational planning, management and business process skills ▪ Proven project and change management skills and ability to ensure delivery on time in full ▪ Demonstrable ability to lead, motivate, coach and inspire staff to be part of a high-performing team ▪ Ability to understand technical requirements and communicate technical value propositions in a highly credible way ▪ Excellent interpersonal, communication and presentation skills ▪ Excellent influencing, facilitating and commercial negotiation skills ▪ Ability to quickly establish and build relationships with all key stakeholders ▪ Ability to work independently, setting and maintaining high professional standards 	
Knowledge and experience	<ul style="list-style-type: none"> ▪ Proven commercial and/or technical sales and business development experience with clear evidence of meeting/exceeding sales/profit targets ▪ Experience of developing commercial propositions and how to effectively market these to clients ▪ Significant management of sales processes from plan to close with evidence of developing innovative products, services and business processes ▪ Clear success in customer relationship management ▪ A thorough understanding of contracts negotiation and management ▪ An experienced people manager in a service delivery environment 	<ul style="list-style-type: none"> ▪ Experience of leading a start-up business or delivering significant new growth within an established organisation ▪ Understanding of research culture in Higher Education ▪ Proposal development and bid writing experience ▪ Experience of working in a Research and Development organisation

	<ul style="list-style-type: none"> ▪ Experience of effective budget management (£m in scale) and cost management. ▪ Understanding of Power Electronics, Machines and Drives market, applications, testing requirements and supply chain needs. 	
Statutory, legal or special requirements	<ul style="list-style-type: none"> ▪ A well-developed understanding of governing regulations and H&S legislation. 	
Qualifications	<ul style="list-style-type: none"> ▪ Degree level qualification and/or considerable relevant work experience. 	<ul style="list-style-type: none"> ▪ Degree level (or equivalent) in Electrical or Mechanical Engineering or significant work experience in this area



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

Valuing people

Understands that it is essential to provide a structure that people can thrive in. Knows how to communicate with people to create a healthy working environment and get the best out of people.

Taking ownership

Communicates vision clearly, providing direction and focus. Knows how to create a productive environment where people are inspired and can work cross-departmentally in partnership.

Forward thinking

Has the ambition to be a pioneer in own area, anticipating the future change, needs and challenges. Knows how to innovate within their work context and champions others to be inspired to be part of this ambition

Professional pride

Keeps up to date on latest thinking, trends and work practices. Supports team to be thought leaders; willing to challenge if obstacles get in the way.

Always inclusive

Establishes far reaching partnerships, well beyond own area across a broad range of networks. Understand role to pay due regard to the needs of the whole community.

Key relationships with others

