

Sales Team Leader



Who we are:

Established in 2009, Defence Leaders has grown to become one of the leading providers of intelligence, insight and debate serving the global defence community. Our portfolio of market leading events are curated and chaired by leading figures from the Naval and Army community, who offer a unique insight into how global armed forces are addressing the challenges and evolving threats in the ever-changing international arena.

The commercial team

We work with a diverse range of companies, from global large-scale Prime contractors to niche technology providers. We're constantly developing new products for the team who offer a full suite of engagement solutions centred around our event propositions. We've already helped over 1000 clients position their brands, products and solutions with our Defence Leaders audience through events and digital campaigns, but we want to help more.

We're growing!

We're a fast-growing team with huge ambitions, and an exciting path ahead of us. We're always on the hunt for amazing people to join us on this journey, to help us grow the business through engaging relevant clients who want to position themselves as key players within the armed services ecosystem.

Who we are looking for:

We're looking for our next inspirational sales leader. Someone who leads by example, with a hands-on approach and can build a team capable of redefining what is possible. This is a 'captain' role, where you will be a part of the team selling delegate places to industry, but also lead the team with training, campaign planning and reporting responsibilities.

What you're like:

- You'll be excited to work for a growth-stage business
- You'll have an interest in the armed services and defence sector
- You'll enjoy working with a smart team in a fast-paced environment
- You'll enjoy the responsibility of running your own team, but also working as part of a dedicated business to succeed on delivering results together.

- You'll be a brand ambassador and champion of Defence Leaders — conveying a collaborative spirit and have a passion for our mission to be the leading engagement platform for the global armed services landscape
- You'll have a willingness to travel and attend conferences, social events and other meetings
- You're keen to work hard, and play hard.

What you'll be doing:

- Manage your own sales campaign as a member of the team, demonstrating sales leadership, best-practice, and achieving your individual targets
- Drive team sales performance to achieve campaign targets
- Ensure that team activity rates and KPI's are met on a daily, weekly and monthly basis
- Conduct weekly team reviews and 1-to-1 call coaching sessions
- Maintain accurate reports and update management on a weekly, monthly and annual basis
- Identify new lead sources and work with marketing to generate in-bound flows
- Work closely with Event Directors to draft sales campaign plans
- Liaise with the conference production team to ensure that your delegate team is fully briefed on each event and kept up to date with the programme.
- Work with the Chief Operating Officer to identify and hire additional team members
- Work with the Head of Training to plan scheduled sessions and identify gaps in capabilities

What are we like to work for?

We have a small-company mindset but big company goals, and can draw on many of the strengths and benefits of being established for over 13 years, with a recognised and respected brand. We're friendly, hard-working and passionate about what we do. We collaborate across disciplines and value feedback, honesty and clear communication.

What we offer:

- Competitive salary, depending on experience, plus excellent commission
- 28 days of annual leave (inclusive of public holidays) + 2 weeks additional leave in December.
- Regular team socials and events
- Professional working environment with full training
- Regular travel both domestic and international representing the business at events.
- Excellent progression, with a legacy of promoting from within.

Remuneration: £28,800 to £38,400 salary dependent upon experience + £20,000 on-target commission (uncapped)

Location: Chelmsford, Essex. This is an in-office position with no option for hybrid or home working.