



## We're hiring for a Sales and Commercial Director

Hello, we're Connor, the people and change experts and we are looking to hire the most important role we have ever hired!

Following an acquisition in October last year, we really need to 'grow up' from a sales and marketing perspective. Historically, things have been somewhat ad hoc or done on the side of the desk. Despite the fact that we have been successful with this approach we are clear that this approach will not work in our new world and that we significantly need to increase our sales maturity and resilience in order to maximise this opportunity.

That's why we need this role and why we need you.

**Click below to hear a personal message from our Executive Director, Fraser Silvey, who has recorded this for you to explain more about this role and the context behind it.**



[Click here to play video](#)

## So who are we?

Since our foundation in 1992, our mission has remained the same, we help organisations and people to evolve and thrive through change. We're a dynamic and fast-growing business, working with some of the world's most recognisable brands.

Our business is set up around three lines of business (LOBs) that cover the full employment life cycle:

- 1) HR and Organisational Change
- 2) People Development and Coaching
- 3) Outplacement and Career Transition

Please see the below service overview document for more information on the services we offer.

**To take a look at how our services span the full HR lifecycle [click here](#)**



## What you'll love about us

Originally established as a small, family run business, we pride ourselves on creating a culture that puts our clients and our people at the heart of everything we do.

At the end of 2021 Connor were acquired by NFP ([nfp.co.uk](http://nfp.co.uk)) a global employee benefits provider. This is a hugely exciting development for us as it opens up the opportunity to sell our services into NFPs c100,000 corporate accounts, in addition to growing our existing and new name clients. This presents a real opportunity for us to take our business to the next level.

We may have grown, but our values haven't changed (just watch the video above to see what we mean) and we're proud to be a company that lives these values – meaning that working for us can be quite a breath of fresh air compared to what you might be used to!

We strive to adopt a genuinely flexible approach to working and have invested in technology to make it as easy as possible for our people to stay connected to one another, our clients, and to be productive in and out of the office (near Henley-on-Thames).

## About the role

Following the acquisition by NFP we are now looking to hire an outstanding Sales and Commercial Director to lead the next stage of our development. The successful candidate will have responsibility of growing existing accounts, developing new customers, and leveraging our services portfolio into the NFP customer base.

In addition to leading our existing sales and marketing team, we are ready to invest in new hires to further support our growth and to develop our services portfolio. Finally, we recognise the need to implement the robust sales and bid processes that will underpin our business as we grow.

We need you to help galvanise our sales and marketing functions to allow us to achieve our growth objectives.

## The skills and experience you'll bring to us

**Sales Targets** – To have overall responsibility for Connor, meeting or exceeding its company revenue, margin and EBITDA targets. To work with the BDDs of each of the lines of business (LOB) to ensure they are meeting their LOB sales targets.

**Client Partner Team** - Leadership of the Client Partner team to ensure they are appropriately targeted, motivated, developed and performing against target.

**Strategic Sales** - Lead both selected strategic new business opportunities and existing account opportunities in existing accounts, lead strategic sales campaigns with specific focus on replicating projects we have successfully delivered in peer organisations.

**Connor Growth Plans** – To work with the MD to plan how Connor will achieve EBITDA growth targets. Specific focus on how we grow our sales team to meet these targets.

**Marketing** - To co-ordinate our marketing activities to ensure we are generating leads, marketing effectively to our existing accounts and building our brand.

**Maximising the NFP opportunity** – As a key member of the NFP European Sales leadership team, work with the MD and your peers across NFP in the UK and Ireland to maximise cross selling opportunities, ensuring Connor maximises the potential that having access affords us.

**Increasing our Sales Maturity and Resilience** – Ensure our sales processes are in place, our account estate is correctly allocated to our client partners, targets are in place and motivational. Ensure performance is monitored, account plans are in place, the pipeline is robust and revenues predictable etc.

**Leadership** – A key member of the leadership team at Connor driving the strategic direction of the business.

**Procurement** – Build relationships with the procurement department, understand how and when our services are bought, ensure we are registered on the correct portals and/or are invited to tender. Set up a response toolkit to ensure our RFP/RFP responses are as efficient to complete as possible, whilst maintaining quality levels.

**Pipeline Meetings** - Run the weekly pipeline meeting with the LOBs to ensure performance against agreed targets. Work with LOB leadership to proactively develop action plans to close gaps to target.

**Pricing and Margin Management** – To set and manage Connor’s pricing and margin strategy (PAMM), ensuring Connor meet or exceed our target margins.

**Third Party Resources** - Manage third party sales and marketing resources – e.g. Lead Qualifier, Telesales, Marketing agency etc.

**Acquisition(s)** – To work with the MD to identify and approach potential acquisitions. Ensure the acquisitions are integrated successfully from a sales perspective so that the EBITDA growth from the acquisition is maximised.

**Feet on the street** – Build relationships with key HR decision makers in target accounts. Also work your own personal network to bring opportunities to Connor.

## Scope of Position

Job Title	Sales and Commercial Director
Reports to	Managing Director (Fraser Silvey)
Key interfaces	Internal MD, Business Development Directors, Senior Client Partners, Marketing team External Our customers, Third Party Suppliers (Telesales, Digital Marketing Agency (Clickjump))
Person specification	<ul style="list-style-type: none"> <li>✓ A track record of leading Sales in a professional services environment (Consultancy, services or solutions background)</li> <li>✓ The ability to manage, inspire, measure and mentor sales people</li> <li>✓ A proven record of building sales teams to deliver sales targets</li> <li>✓ Experience of having managed Marketing to deliver leads, raise brand awareness etc.</li> <li>✓ Experience of having managed third party suppliers (Sales and Marketing)</li> <li>✓ Part of a leadership that has delivered growth plans</li> <li>✓ Results-driven</li> <li>✓ Has worked in an SME environment and is comfortable with ambiguity</li> <li>✓ A proven collaborator, able to work cross-functionally with other teams</li> <li>✓ A desire for continuous improvement</li> <li>✓ Customer-centric mentality</li> </ul>

## Attractions - The Role

- This role is arguably the most important role we have ever hired at Connor. We need you to help galvanise our sales and marketing functions to allow us to achieve our growth objectives.
- The ability to participate in the leadership bonus scheme which is linked to the three year post-acquisition growth targets.
- A key member of the senior leadership team driving the strategic direction of the business.
- The opportunity to build a sales function in your own image, taking a passionate and talented, but somewhat disjointed sales team, and moulding them into a well-oiled machine.
- A big fish in a small pond with the ability to make a real difference to us and see the fruits of your endeavours come to fruition.
- The Impact programme (where NFP cover the costs of a new sales person for 6 months) will give this role a 'low risk' way of growing the sales team.
- The ability to direct the Marketing activities in Connor.
- This role is identified to potentially succession plan to the MD.

## Attractions - The Company

- You will be joining Connor at the most exciting point in our 30-year history following our acquisition by NFP.
- Connor has a very good reputation in the market and counts amongst its clients organisations like BMW, LV, Nissan, Eton College, Lockheed Martin, BT, The Crown Estate et al.
- Connor has over 400 clients, many of whom have only bought one service from us so the potential

to sell additional services into these accounts is huge, we just need the sales team and the leader in place to exploit this opportunity.

- Following the acquisition, we have the best of both worlds. We have been left alone to continue to run our business, remaining nimble and agile whilst also enjoying the benefits and cost savings of being part of a much larger organisation.
- Connor are NFPs only People business outside of North America. This gives us access to NFPs 100k global clients.
- Connor's delivery team are fantastic and constantly delight our customers. This makes selling new services into existing accounts much easier.
- Connor have a broad range of services that cover the whole employment life cycle and are really in demand in the market.
- The people in Connor are hugely passionate about the business and what we do. We provide services that really make a difference to people and organisations.
- Excellent employee benefits and 30 days holiday (and your birthday off making it 31).

## Learn about how we make a difference

Take a look at these two case studies to see an example of how we make a difference to our clients and their people – and how we are different.

### 1. Parental returners support at the Met Police

Click below to read our case study on how we have been supporting the Met Police with our unique [Parental Returners Programme known as met baby](#), to support new parents and those growing their families - helping facilitate a wider and much needed change of voice that speaks to every expectant/new parent, not just women (from adoption, to surrogacy, same sex couples and fathers).



### 2. Executive outplacement case study video

Click below to watch our client Billy Park talk through his personal outplacement journey and why it is 'the best thing he has ever done in his life.'

