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| **Role title** | Area Hire Manager |
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| **Department** | Commercial |
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| **Unit or function** | England and Wales Hire |
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| **Role reports to** | Regional Commercial Manager / Hire Manager |
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| **Roles managed** | Hire Coordinator(s) |
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| **Purpose of the role** |
| The role of Area Hire Manager is a hands on, commercial and results driven sales manager who has a passion for business development, understanding clients’ needs and achieving orders, whilst delivering excellent customer service and clearly demonstrates our Company values. You will develop and promote the Company’s hire business, to include our full range of products and services, ensuring the Division’s Customer Charter is followed. The role is target driven and the key focus is on order winning activity.Working alongside projects and service teams in the region, and the Building Service functions, the role holder will be a strong communicator with a teamwork ethic.  |
| **Accountabilities of the role** |
| * Accountable for the delivery set targets for the year for a particular catchment area including contract value, order numbers, and, visits as well as other commercial KPI’s.
* Carry out structured business development, local and national campaigns, including “cold calling” within the area designated, in order to achieve order targets.
* Prepare quotations and drawings against customer requirements.
* Generate orders by attending Customer sites.
* To maximise added value for every opportunity through promoting the full range of Building Services.
* Complete customer care programme to ensure maximum satisfaction, continuity of business and maximise referral opportunities.
* Answerable for ensuring compliance to business and quality processes for own catchment area, including ISO 9001.
* Effectively use internal systems (e.g. SAP, CRM) to ensure customer information is kept up to date and systems are aligned.
* As directed liaise with Service Manager with regard to refurbishment, fitting out, deliveries, rectifications and terminations.
* Expedition of monies owed, in line with company guidelines and procedures.
* Ensure that sound customer relationships are developed for own catchment area through effective communication to provide excellent levels of customer service resulting in repeat, continued or new opportunities and orders.
* Promote a culture of Health and Safety by taking a management responsibility for ensuring safe working and consideration for health and wellbeing. Personifying Zero Harm.
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**2.1 Skills, Qualifications & Experience**

**Essential** attributes are the minimum requirement for a role holder. Without these attributes, the role could not be performed. **Desirable** attributes would enable the candidate to perform more effectively, but they are not critical to the role.

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| **Technical Skill or Knowledge** | **Essential** | **Desirable** |
| Keeps up to date with competitor information and market trends | X |  |
| Monitors performance against deadlines and milestones | X |  |
| Deals with ambiguity, making positive use of opportunities it presents | X |  |
| Listens, consults others and communicatesproactively | X |  |
| Gains clear agreement and commitment from others by persuading, convincing and negotiating |  | X |
| Produces a range of solutions to problems |  | X |
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| **Qualifications** | **Essential** | **Desirable** |
| GCSE Maths and English at Grade 4 or above | X |  |
| Full UK driving licence. | X |  |
| Educated to A-Level standard |  | X |
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| **Previous Experience** | **Essential** | **Desirable** |
| Proven commercial experience, including face to face sales experience and business development | X |  |
| Strong experience of carrying out business development activities (campaign calling and cold calling) | X |  |
| Demonstrate ability to work independently and drive in new initiatives | X |  |
| Demonstratable B2B sales experience | X |  |
| Solid understanding of various software packagesIncluding MS Excel and PowerPoint | X |  |
| Knowledge of SAP system and experience of using a CRM system |  | X |
| Proven experience in managing individuals or teams |  | X |
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| **Organisation Chart** |
| Typical Structure, although varys region to region: |