

**Job Description – Sales Manager - Inks**

<b>Department:</b> Needham Ink Technologies	<b>Reporting To:</b> Head of Sales
<b>Name:</b> tbc	<b>Position/Title:</b> Sales Manager - Inks
<p><b>Job Purpose:</b></p> <p>The purpose of the Sales Manager – Inks role will be responsible for executing the Needham Ink Technologies go to market strategy. This individual will analyse market data to identify trends/opportunities, utilise an extensive network of relationships within the relevant industry to gather market intelligence, and execute on the go to market strategy opportunities. You will be results driven, highly analytical, customer obsessed, and ready to roll up your sleeves to grow the business.</p> <p>Additionally, you will need to embody the TNG values of Relish responsibility, Be confident, be humble, Be trustworthy, be compassionate and always do the right thing.</p>	
<p><b>Key Responsibilities and Accountability:</b></p> <ul style="list-style-type: none"> <li>• This role is part of the Needham Ink Technologies Sales Team.</li> <li>• Execute the go to market strategy for Needham Ink Technologies</li> <li>• Facilitate the continued growth through identification and conversion of sales opportunities in pursuit of agreed annual order intake target</li> <li>• Hunger to chase and close new business from cold calls and inbound warm leads</li> <li>• Contacting potential clients to establish rapport and arrange meetings</li> <li>• Researching organisations and individuals to find new opportunities</li> <li>• Finding and developing new market opportunities and improving sales</li> <li>• Build our profile within target market</li> <li>• Implementation of the Sales strategy</li> <li>• Ensuring correct sales forecasting</li> <li>• Responsible for the achievement of agreed sales targets</li> <li>• Carry out competitor analysis</li> <li>• Experience in industry is essential (e.g., coding &amp; marking &amp; ink consumables industry)</li> <li>• In collaboration with the Marketing seat developing marketing campaigns</li> <li>• Helping to implement improved sales forecasting to allow operations to produce and dispatch customer orders in a timely manner.</li> </ul> <p><b>Culture</b></p> <ul style="list-style-type: none"> <li>• Help to build a culture within the company of positive colleague engagement and wellbeing.</li> </ul> <p><b>Other Duties</b></p> <ul style="list-style-type: none"> <li>• Attend internal meetings with other company functions necessary to perform duties and aid business development</li> <li>• Attend training and develop relevant knowledge, techniques, and skills.</li> <li>• Adhere to health and safety policy, and other requirements relating to care of equipment.</li> <li>• Present the company in a positive and professional manner to all customers, suppliers and outside agencies and organisations.</li> <li>• Always embody the values of TNG.</li> </ul>	

**Additional Expectations:**

The role will involve a degree of product knowledge. As such, this role may need to spend time with the R&D/Technical team to understand the products, material selection, applications etc.

This role is predominantly based at Head Office in Whitchurch. There may be a need for travel within the UK and occasional international travel as required by the company. Attendance at meetings at the head office (Whitchurch) will be required on a regular basis either in person or via video conferencing.

Performance targets will be communicated to you and reviewed on a regular basis.

**Date:**

**Ref: NIT Sales Manager Job Description (001)**