

## JOB DESCRIPTION – Head of Energy Sales

Job Title	Head of Energy Sales
Date Reviewed	May 2021
Purpose	To manage the Energy Sales Division
Responsible To	Sales Director
Responsible For	Energy Sales team
Location	TBC

### Business Profile

AVK are the UK's leading provider of critical power systems and maintenance that guarantee your power. For over 30 years we've been supplying UPS systems and standby diesel generators providing our clients with reliable back-up power solutions for their mission critical services & systems.

We are trusted by many of the UK's largest Data Centre operators, Finance & Banking providers and Telecommunications companies to design, install and maintain 100% power integrity by providing diesel generators, uninterruptible power systems, switchgear, protection relays and turnkey solutions.

AVK specialise in all aspects of the design, planning, implementation and on-going maintenance of critical power systems. We provide solutions for standard or bespoke applications, with UPS systems ranging in size from 1kVA to 1.6MVA to standby diesel generation ranging in size from 5kW up to 4MVA and covering all project sizes from £1k up to £30m. Our extensive and growing client base reflects our highly regarded reputation for both quality and service.

A key business objective is for AVK to set up a new Gas Division to support the future demand within our core data centre area. This vision serves as both a direct change from our diesel business to gas, and also energy as a service which transforms the data centre market.

### Role summary

The Head of Energy Sales is a pivotal role in establishing an effective sales team for gas products. The role has responsibility for the growth across the UK and Europe; in line with the quality, process and high standards our customers expect. Frequent travel to both Head Office and the London Office will be required.

## Responsibilities

	Work closely with the Sales Director to identify key clients for Gas as standby.
	Assist in Building a Gas specific team including but not limited to engineering, Energy optimisation team.
	Key focus on winning major gas projects for both High speed and medium speed applications.
	Be the Face of AVK with the various suppliers and manage all interfaces and build relationships.
	Manage, lead and motivate a team to ensure the effective operation of the Gas Sales Division across the UK.
	Lead the vision of the “energy as a service” offering across Europe.
	Act as the main point of contact for all Gas projects.
	Support, coach and mentor the Gas Sales team as necessary, ensuring all staff are trained, competent and aware of their health and safety responsibilities.
	Monitor financial performance and profitability in unity with the finance department.
	Support and provide expertise to the project division, ensuring the project delivery is in line with sales offering.
	Assess monthly variance analysis on individual jobs, department, and division.
	Report quarterly on jobs costing recommending improvements to maximise profitability.
	Provide effective information flow between local and head office.
	Champion best practice across the sales division in support of organisational goals.
	Formulate and implement departmental policies and procedures to maximise output and revenue.
	Ensure adherence to business policies and procedures across all sales division personnel.
	Work closely with Human Resources Manager to establish effective performance monitoring and accountabilities.
	Provide comprehensive and effective information flow on issues and successes within gas sales to the Board.
	Promote good communication between sales and engineering personnel to present a unified business.
	Manage and oversee all gas sales marketing activities.
	Liaise with the senior management team to provide and support strategic planning for all gas sales activity.
	Effectively communicate with our client base, this will include visits and reviews to promote AVK offerings.

## Person specification

<b>Key skills and knowledge</b>	<b>Desired/Essential</b>
Qualification in business administration, management, industrial technology or engineering.	Desired
Relevant sector experience – Thermal Power, Renewables or Transmission Assets – Gas Generation.	Desired
Asset Management, Plant Management, Operations & Maintenance experience.	Essential
Knowledge and experience in sales management.	Essential
First class management and communication skills	Essential
Practical knowledge of financial and accounting principles and practices	Essential
Basic knowledge of employment law and principles	Desired
Articulate with excellent rapport and team building skills	Essential
Methodical with strong attention to detail	Essential
Project Management experience	Desired
Influencing, persuading and negotiation skills	Essential
Conflict Management, adaptability and the ability to work under pressure	Essential
Proven sales track record	Essential
Willingness to travel	Essential
Desire for continuous improvement personally and of the department and division	Essential