



An exciting opportunity exists to join the Cycle Care team in the following position. Interested candidates must be willing to work beyond office hours (evenings and weekends) as required

AVP SALES & MARKETING

Reporting to the Vice President, the AVP, Sales & Marketing is responsible for developing and implementing the sales and marketing plan for the Motorcycle dealership with a focus on revenue growth, business development and profitability growth. This would be achieved through offering sales, parts and service solutions to the clients and building strong brand equity.

Key Responsibilities and Accountabilities:

- Establishing sales policies, procedures, selling and reporting guidelines to support the sales team in achieving the objectives, growing market share and increasing revenues.
- Managing the sales cycle from the contacts stage to the post-closing stage for all sales to ensure all customer requirements are well understood and responded to.
- Launching NPI, sales events/promotions and marketing campaigns to finding profitable new customers and increasing the value of current customers.
- Delivering agreed revenue and sharing objectives. Providing weekly and monthly reports, data and research and marketing intelligence to the management.
- Reviewing and tracking progress against revenue and targets; analyzing sales/ revenue reports; recommending changes to existing plans and implementing approved changes.
- Working closely with other internal departments and stakeholders through regular meetings to ensure client/sales needs and expectations are communicated to achieve positive results,
- Providing leadership guidance and support to all sales staff. Enable the team to ensure staffs are recruited, trained and motivated; develop appropriate succession plans.
- Proactively working with the Finance Department to ensure all payments are collected within the agreed timelines as per the credit terms.
- Proactively implementing health and safety procedures.
- Performing other duties assigned by senior management.

Specific Job Skills and Requirements:

- A bachelor's degree in Commerce, Marketing or Communications. MBA qualification an asset.
- At least 5 years experience in senior level S&M position in Motorcycle, Automotive or Corporate Marketing sector including operations planning, product marketing & development and customer retention initiatives.
- At least 5 years managing and coaching employees in achieving the objectives.
- Ability to work under pressure, multi-task confidently and meet deadlines.
- Strong verbal, report communication and writing skills in English.
- Proficient use of CRM system like Windward or similar software.
- Excellent computer skills in MS Office (Word, Excel, PowerPoint, Outlook, Website software).
- Excellent website design, e-Commerce & search engine optimization skills.

Should the above be of interest to you and your experience matches the requirements, please apply no later than January 31, 2018 to:

Performance Solutions Limited

Suite 350, 48 Par-la-Ville Road,

Hamilton, HM 11

Phone: 232-5270

Email hr@psolutions.bm