

Job Description – Commercial Strategy and Development

ROLE.	Sales Professional
DEPARTMENT.	Commercial Strategy and Development
REPORTING TO.	Chief Development Officer

About the Company.

The Services Sound and Vision Corporation (SSVC) is a not-for-profit corporation and registered charity with a 75-year heritage, providing Radio and TV as well as Cinemas and live entertainment to Britain's Armed Forces and their families around the world. Operating and broadcasting under the SSVC, BFBS and Forces Network brands, its mission is to “*serve those who serve*”, by providing a vital welfare service which maintains efficiency and morale in all three Services.

Operating under a long-term contract with the Ministry of Defence (MoD), SSVC's worldwide network of 30 radio stations and 16 TV channels has studio centres in eight countries and a global transmission network covering 16 time zones. It is responsible for the entire end-to-end broadcast system, from programme acquisition and original production, to end-user delivery to barracks, homes and Navy vessels at sea.

About the Department.

The Commercial Strategy and Development department is a new, small department within SSVC and has a number of roles within the function which are responsible for

- Developing solutions to support the core FFBS contract which SSVC operates with the MOD
- Developing and ongoing support/operation of the contracts between SSVC and Royal Navy
- Developing, implementing and maintaining commercial contracts with non-MOD customers in the UK and internationally
- Researching, developing and engineering products and services in allied technologies and disciplines and market them to broaden the SSVC customer base, reducing the business reliance on the core FFBS contract
- Developing, building and maintaining relationships with stakeholders in MOD and allied contractors to influence the MOD strategy ahead of the 2023 contract renewal
- Identifying and developing new markets for existing SSVC proprietary products – with other militaries, civilian maritime, remote communities and humanitarian/disaster relief organisations.

SSVC's technology challenges are at the cutting edge of broadcast and IP technology, demanding a visionary approach, with practical experience and proven management ability. This role is a rare opportunity within the technology and welfare industry to work with truly innovative solutions which make a real difference to peoples' lives.

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About the Role.

In this new and evolving department, flexibility is key. To be successful in this role, the job holder will be key to ensuring that existing business is maintained and new business is generated. As in any start-up environment, the breadth of scope and responsibility is wide and ambitious. As the business develops, it is envisaged that the team will grow to support the tasks behind volume growth and report directly into this role.

A peer to this role will be the Business Support Manager who manages our Sales, Marketing and Digital support and it will be crucial that a strong partnering relationship is established quickly to ensure success.

Key Responsibilities & Prerequisites.

- Manage the process of a prospect from initial enquiry to proposal, to order ensuring the optimum customer communication and maximising the opportunity.
- Working with our Delivery team to manage the customer expectation and ensuring suitable and achievable targets are set and achieved.
- Plan resources and workload to ensure all demands are managed and satisfied. Escalate issues to Chief Development Officer
- Assist with marketing and commercial development internally and externally including attendance at events such as conferences and exhibitions
- Identify and pursue new opportunities – customers and market sectors
- This role requires a keen focus on customer satisfaction, discipline in sales and marketing and excellent interpersonal skills
- Work with our marketing and comms team and the Chief Development Officer to evaluate, plan and be responsible for delivering events, exhibitions and other sales and marketing initiatives
- Develop, influence and maintain relationships with all customers using remote and face to face communications. Be responsible for maintaining our Salesforce database

Desirable Qualifications and Experience.

- Demonstrable experience of B2B sales ideally within either military, other government or NGO sectors
- Proven ability and achievement in securing and closing sales up to multi-million pound value
- Able to understand and explain in lay terms technical information – especially involving media and IT networks
- Excellent interpersonal skills, written and spoken English and numeracy skills.
- Willingness to travel internationally, occasionally at short notice