



JOB DESCRIPTION

POSITION TITLE : **Group Commercial Manager**

DEPARTMENT : Business Development

LOCATION : AMBER GROUP LIMITED
Suite B11, 53 Lady Musgrave Road,
Kingston 10, Jamaica

1. REPORTING RELATIONSHIPS

Reports to:

- Direct Reporting - **Managing Director, Chief Executive Officer**
- **Board of Directors**
- Supervises [Directly]: - Chief Commercial Officer –
Individual Business Units
- Country Managers – Non Jamaican Business Units
- Logistics and Procurement Manager
- Supervises [Indirectly]: - Procurement Officer (Finance)

2. PURPOSE OF POSITION

The Group Commercial Manager will be charged with executing the commercial and business development strategy of the portfolio businesses within the Amber Group of Companies. This will include building the commercialization infrastructure needed, the go-to-market strategy, product road map and market adoption of the company's products and capabilities. The role is expected to combine technical knowledge, product knowledge and strategy of the various businesses with effective marketing, sales and customer service to penetrate new markets and increase market share within each geographical jurisdiction.

The Group Commercial Manager will take ownership of all third-party commercial relationships including Master Distributors, Resellers, end users/customers and prospective stakeholders. He/she will interface with other group and subsidiary executives in the direction of the company's medium- and long-term strategies.

Profitable long-term revenue growth and delighted customers are key metrics for the role.

3. KEY RESPONSIBILITIES

- Provide strategic leadership in defining the commercial path to growth and profitability of the company and the establishment of an effective growth process and infrastructure including sales, marketing, business development and customer support and customer experience.
- Develop product plan and roadmap incorporating a short, mid and longer-term view of market opportunities and how the organization can position itself to serve those needs.
- Assume responsibility for all commercial activity with direct oversight of Sales, Marketing, Program and Product Management and Customer Solutions.
- Manage the sales lifecycle process from establishing initial relationships, to generating proposals, to finalizing contracts and coordinating with the Executive Committee to ensure customer deliverables are appropriately defined and consistently delivered
- Take ownership of the customer and the customer interface with the product or service offering by establishing and implementing a CRM system
- Develop marketing strategies addressing existing and emerging target industries, applications, and customers; and secure key global partnerships.
- Manage sales operations organization, field sales organization, and manufacturer's agents, distributors and value-added-resellers to ensure sales targets are met or exceeded
- Originate and manage business development opportunities that are consistent with the company's strategy for revenue growth and ensuring that all functions of the organization are aligned to meet its strategic commercial objectives
- Collaborate with CEO, Managing Director, CFO, and finance department in the development of a strategic pricing framework
- Responsible for drafting, implementing and evaluating cross-functional decisions that will enable the organization to achieve its long-term objectives
- Determines annual gross-profit plans by forecasting and developing annual sales quotas; projecting expected sales volume and profit for existing and new services; analyzing trends and results; establishing pricing strategies; recommending prices; monitoring costs, competition, supply, and demand
- Meet marketing and sales targets, financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions

- Work collaboratively with Marketing to support revenue generation and brand awareness goals aligned with the strategic objectives of the company
- Accomplish marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans
- Represent the company in trade fairs, conferences, and other public activities to build awareness and understanding of Amber’s full product suite and competitive differentiation
- Proactively pursue strong positive relationships with direct reports while implementing an appropriate culture of accountability.
- Perform any other related duties as specified by the MD, CEO and Board of Directors

4. QUALITY IMPROVEMENT PROJECTS

Full participation in strategic improvement programs and projects as required.

5. PRINCIPAL CONTACTS

- Internally with: All business units/departments within Amber Group, Executive Committee, Board of Directors and other stakeholders
- Externally with: All joint venture partners, master distributors, resellers, customers & clients, principals, partners and other stakeholders

6. JOB SPECIFICATION/COMPETENCIES [Minimum]

Required Qualification, Experience, Knowledge and Skills:

- MBA in Business Administration, Management or related area
- Five (5) years’ experience in commercial negotiations and management, sales and business development and/or commercial strategy
- Three (3) years’ experience developing and mentoring sales and business development teams
- Strong industry and market awareness (local, regional, international)
- Ability to oversee product supply chains for the hardware-oriented business
- Proven track record of securing strategic partners to expand long-term value proposition of the company
- A sophisticated understanding of the processes and metrics required for sales success.

- Ability to operate effectively in a technological, demanding and fast paced environment
- Ability to manage multiple relationships, duties and priorities
- Formal training in Project Management (certification an asset although not required)
- In-depth knowledge of Microsoft Project and Microsoft Office
- Excellent verbal, written, communication and presentation skills
- Ability to work on own initiative without the need for daily supervision
- Detail-oriented and analytical with a logical approach to problem solving
- Strong negotiating skills
- Superior communication skills (oral and written)
- Energetic, forward-thinking individual with high ethical standards and an appropriate professional image.
- Well organized and self-directed team player
- Strong sense of confidentiality and objectivity.
- Excellent interpersonal and communication skills
- Strong business and commercial acumen

7. DEGREE OF AUTHORITY

- The degree of authority applicable to this position is as directed by the Board of Directors/Managing Director in keeping with the standards within Amber Group Limited.

8. KEY PERFORMANCE INDICATORS

- Overall success of business key performance indicators through effective partnership with all stakeholders as measured by:
 - Meeting strategic objectives
 - Closing on existing strategic contracts in a timely way as per business plan
 - Manage strategic relationships to deliver on company objectives.
 - Achievement of top line revenues
 - Implementation of critical commercial objectives and strategies
 - On-time implementation
 - Delivery within budget and scope
- Demand for implementation and project management services from departments within the organization
- Interaction with MD's, customers, clients, vendors, and staff
- Submission of deliverables as indicated within the business' strategic plans

9. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- The job is based on a minimum forty-hour work week; however, the nature of the company's business will require flexible working hours during the week and possibly on weekends.
- Job requires alignment across multiple global jurisdictions in the quest to meet and satisfy business objectives
- The incumbent must be an assertive individual, capable of working independently, with excellent judgment and decision-making skills, and highly self-motivated.
- The position has access to confidential material of major significance and the individual must handle information with appropriate sensitivity
- Short-term travel locally and internationally with the possibility of assignment/secondment to overseas territories as a part of business expansion/project implementation.

10. APPROVAL

This document is validated as an accurate and true description of the job when agreement is signed below:

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 Employee Date

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 Chief Executive Officer Date

Date Received in Human Resources Department.....