

<b>Job title</b>	<i>Commercial Director</i>
<b>Reports to</b>	<i>Chief Executive Officer</i>

### **Job purpose**

*The Commercial Director will lead and develop the CHAP “Commercial Strategy and Implementation Plan” based on an evaluation of the market, partner capability and the company’s strategic direction.*

*The primary focus will be the development and delivery of marketing, sales and business development activities to secure and accelerate commercial growth.*

*The post holder will lead the drive to develop new business opportunities to secure long term sustainability of the company. As a member of the CHAP Executive Management Team the Commercial Director will work synergistically with other executives and play a significant role in the development of the CHAP commercial and corporate strategy.*

### **Duties and responsibilities**

*Develops and implements commercial strategies in consultation with CHAP’s “host” partners.*

- *Create Go To Market strategy and implement*
- *Develop and agree “Value Propositions”*
- *Agree commercial contracts with partners as required (including IP/technology licenses).*
- *Coordinate with Chief Operations Officer on partner Service Level Arrangements*
- *Agree any necessary IP arrangements to secure company objectives.*

*Leads the Commercial team to meet the company’s commercial objectives*

- *Directs marketing, business development and key account management resources to develop an integrated approach to meeting commercial goals.*
- *Sets, monitors and achieves appropriate KPI’s and commercial targets and delivers reports to Executive Management Team,*
- *Develop and agree annual budgets, analyses sales and other reports that give insight into how the company can make adjustments to improve performance*
- *Support the CEO & Executive team in development of 5-year Business plans*
- *Interprets market trends and adapts to industry change*
- *Streamlines lead generation process to enable commercial resources to secure revenue*
- *Analysing opportunities for growth whether through partnerships or new initiatives and works to take advantage of those opportunities.*

*Coordinates with Innovation Director to support development and delivery of Grant Funding income and membership optimization.*

- *Agree marketing activities to drive the Innovation Directors objectives in: Innovation Network development, membership development, grant income generation and common good initiatives.*
- *Implement agreed Bid Development Process and Pipeline management reporting*
- *Create and implement appropriate costing modules for commercial and grant based bids.*

*Coordinates with Chief Operations Officer to ensure the successful delivery of commercial projects*

- *Regular project updates meetings to resolve any potential issues that may impact delivery*

- *Agree ramp up and project deliverables for all commercial programmes and coordinate with Innovation Director on use of assets.*
- *Carry out risk assessments when taking on new customers.*
- *Agree management and reporting of supplier contracts and terms.*
- *Review contracts and make recommendations on commerciality*

### **Qualifications**

*Degree level qualification, preferably with a MBA.*

*Working knowledge of Agritech sector*

*Skills;*

- *Strong organizational skills,*
- *Excellent communication both orally and written*
- *Advanced selling, marketing and business development skills ideally honed in an innovative scientific high-tech sector with multinational companies as customers*
- *Working knowledge of commercial licensing and contracts*
- *Strong coaching and mentoring ability*
- *Excellent negotiation skills*
- *Excellent with deadlines and fast-moving environments.*
- *Ability to work in a senior executive team ideally with Boardroom experience.*

### **Working conditions**

*Working with partners, academics, government officials, commercial companies at all levels.*

### **Physical requirements**

*A clean driving license*

### **Direct reports**

*To be determined but most likely to include:*

*Marketing Manager*

*Key Account Manager*

*Business Development Manager*

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