**Job Title: Director Sales & Business Development – Middle East**

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| **Role Purpose (position scope)** |
| The Director of Sales and Business Development Middle East reports directly to the Chief Growth Officer (CGO). This role is responsible for developing and implementing strategic plans to expand the company's customer base and increase revenue streams within the Middle East government, military, and para-public markets. The Director will also support other business development capture and opportunity delivery as directed, including the renewal of existing contracts and identification of new opportunities across the Business Unit (BU) portfolio. The ideal candidate must live in the Middle East and be prepared to frequently travel to other countries in the MENA region as required by the business. |

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| **Line Manager** | **Dotted Line** | **Direct Reports** | **Dotted Line** |
| Chief Growth Officer | None | None at present  | None |

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| **Key Responsibilities** |
| * **Safety Compliance:** Operate in accordance with SHE standards, ensuring safety, statutory, and Draken compliance.
* **Business Development:** Lead Middle East opportunities (up to and including CAT1 orders in the region of circa £20M) in government, military, and para-public markets. Develop customer engagement plans and business win strategies.
* **Bid Management:** Capture, lead, and bid manage new opportunities in new and existing markets, including contract renewals.
* **Governance:** Conduct business within Draken reporting and governance requirements, including business ethics and compliance.
* **Lifecycle Management:** Lead and/or contribute to the Lifecycle Management (LCM) process from concept/prospect reviews to solution development and contracting stages.
* **Budget Management:** Manage allocated P-code funds within the budget.
* **Client Relationship Management:** Support the development of a central client relationship management system.
* **Stakeholder Engagement:** Build strong relationships with internal and external stakeholders based on trust and mutual respect.
* **Strategic Planning:** Provide research, analysis, and support into the BU 3 & 5 year long-term strategic planning process.
* **Event Support:** Support defense and aviation events and air shows where applicable.
* **Continuous Improvement:** Support and contribute to the continual improvement of the Sales & Business Development function.
* **Team Leadership:**Lead, manage, and develop staff within the area, focusing on welfare, morale, recruitment, selection, talent, and performance. Be recognised as a collaborative leader who creates an inclusive environment that promotes inclusion, ensuring that employees feel valued, respected and empowered.
* **Performance Management:** Manage the performance of all activities within the area, driving continuous improvement.
* **Budget and Forecast Development:** Support the CGO in developing annual budgets and forecasts for the MENA region.
* **Customer Relationships:** Foster positive customer, supplier, shareholder, and other stakeholder relationships.
* **Additional Duties:** Perform any other duties reasonably requested by management within the capability of the incumbent.
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| **Core Competencies** |
| * Excellent communication and interpersonal skills.
* Excellent customer proposal writing skills.
* Able to prioritise and have an understanding of the capabilities of the BU to deliver opportunities.
* Customer focussed - able to establish and maintain appropriate working relationships with customers including the capacity to represent the Company to internal and external stakeholders.
* Possess a sound understanding of business processes including but not limited to business winning.
* Ability to work unsupervised.
* Team player.

**REQUIRED QUALIFICATIONS*** Applicable tertiary qualifications.

**DESIRED QUALIFICATIONS*** LCM theory
* Shipley or similar Business Win and proposal writing accreditation.
* Marketing, commercial or finance qualifications (or experience).

**REQUIRED EXPERIENCE*** Proven track record within a S&BD function.
* Sound knowledge of the aviation industry and its safety and compliance requirements.
* The demonstrated ability to be innovative, think laterally and produce comprehensive, well considered business proposals.

**DESIRED EXPERIENCE*** Military or operational aviation experience in either the fixed or rotary wing environment.

**OTHER** **REQUIREMENTS*** Ability to live in the Middle East
* The ability to travel and work both in the UK and MENA regions.
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| **Key Measures** |
| * Current and active capture and bid campaigns for all targeted business opportunities.
* Strong interaction across Draken globally about opportunities and activities in his functional area.
* An acceptable win/loss ratio for new business and renewals.
* Achieving orderbook targets.
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Job Holder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_