

Sales & Marketing Director

Job Description

The purpose of the Sales & Marketing Director role is to realise the company's market potential by leading the Sales & Marketing activities of the business in conjunction with wider responsibilities as an executive director of the business.

As Sales & Marketing Director, the role is to lead CoolLED's successful global Sales & Marketing activities with the support of a Global Sales Manager, Marketing Manager and Fluorescence Product Manager and their respective teams.

An essential element is to ensure that staff reports are clear in their individual goals towards achieving the overall Strategy set by the executive directors of the company.

This position will report to the Managing Director.

Why join CoolLED?

CoolLED designs, manufactures, and markets cutting-edge LED illumination systems for microscopy, advancing biomedical research and other high-tech industries. There are many reasons to join the team, and here are just a few...

- **Make a difference:** We are proud of our role as a trusted supplier to leading global brands such as Olympus and Nikon, and also as a pioneer of research into illumination technology in collaboration with leading universities.
- **Team spirit:** Everyone in our team contributes to the success of the company. We are seeking like-minded individuals to join us and enjoy a role which stimulates and is rewarding. Working at CoolLED, you will be a part of a family-style team who often get together for social or charity events.
- **Being greener:** Our technology replaces toxic, energy-hungry mercury-based illumination. This emphasis on sustainability runs through the whole of CoolLED, and you can be part of our constant drive to reduce our environmental impact.

"It's fascinating to be at the forefront of technology and see how an idea is transformed into a product that brings real-world benefits to some of the most respected scientists around. You feel part of something, and your colleagues will always go out of their way to help you do your bit." *Dr Isabel Goodhand*

About this role

As Sales & Marketing Director you will lead our Sales & Marketing team to success by:

- Ensuring that company Strategy is reflected in the direction of Sales & Marketing functions
- Working with the Global Sales Manager to maximise opportunities & sales revenues
- Working with the Marketing Manager to optimise presentation of the company and its products to markets
- Motivating and managing the whole Sales & Marketing Director team
- Addressing and resourcing our opportunities for automated fluorescence and other markets
- Working closely with the Core research team to ensure products are developed to meet market demands
- Ensuring products are sold at acceptable margins to meet company growth and profitability goals
- Spending time in our markets and networking with key players

How do you make an impact?

Bringing energy and direction to an already capable and committed team. Joining the ED and balancing its responsibilities & skills within the team as an experienced Sales & Marketing professional who wants to make a difference.

We think this position is right for you if you...

- Have a physics or life-sciences background
- Are an experienced Sales & Marketing operator at a senior management level
- Have drive and can communicate effectively & persuasively
- Have knowledge of CoolLED's markets or ability to assimilate quickly
- Enjoy challenge
- Are numerate, analytical, and proven business sense
- Have good planning and organisational skills
- Can exhibit energy & enthusiasm and motivate others
- Want to make an impact
- Share CoolLED's values (see below)

What CoolLED offers...

- A positive and inclusive working environment
- A 37.5 hour working week
- Flexible working hours to optimise your work/life balance
- 25 days personal vacation + 8 statutory bank holidays
- Competitive salary plus a company profitability bonus
- Life Assurance / Death-In-Service benefits
- Contributory pension scheme
- Health Insurance (optional at cost for employee's family)
- Parent company (Judges Scientific PLC) Share Incentive Plan

"I am able to adapt my chosen working hours around personal commitments and preferences which is so attractive. Being able to work a full week, interact effectively with my colleagues, and have a degree of freedom is fantastic!" *Luther Hindley*

This position is eligible for Hybrid working partly from home. Sufficient presence at our Andover site is essential to ensure that strong working relationships and effective leadership can be achieved. Staff are expected to be willing to travel as their role requires to visit customers and partners worldwide.

If you have any questions about this role or would like to apply with your CV/resume and a covering letter, please contact us at jobs@cooled.com

CoolLED's Mission

To contribute to science by developing illumination systems that enable research and provide the technology to improve people's lives.

Our Values

Ambitious



in being the best in our industry in all aspects of the business.

Pioneering



in creating ideas to solve problems.

Fair



respecting the people and environment with/in which we work.

Committed



to adding value in everything we do for the benefit of our customers, staff, shareholders, partners and suppliers.

Supportive



in developing and retaining great people allowing them to play to their strengths.