
Schedule 1 to Statement of Employment Particulars

KENSA CONTRACTING LIMITED - JOB DESCRIPTION**Job Title: Business Development Manager – South East**

Workbase: Home office**Responsible to:** Stuart Gadsden, Director of Sales (South East)**Responsible for:** Nil Staff

Environment:

Established in 1999 Kensa is a specialist supplier and manufacturer of ground source heat pump systems. Kensa supplies its products and services to a wide range of customers including self-builders, installers, house builders, social landlords and other commercial clients.

Kensa also advises many government departments and leading companies on the use and suitability of heat pumps in different applications and has become well known within the market for its honest and straightforward advice.

Kensa Contracting Ltd, part of the Kensa Group, was established in 2012. The company carries out large scale ground source heat pump installations in residential and commercial buildings.

The Kensa Group operates over two main sites, one in Truro, Cornwall and one in Exeter, Devon. There are also a number of employees working more remotely across England in either their home or on site. We expect this role to be based at a home office (Kensa will provide a laptop and a mobile phone) but will frequently involve travelling to active or potential sites across the South East of England but could less frequently be anywhere in the country. You will also be required to travel to either of the two main offices to attend meetings.

Main Purpose of Job:

To further develop and increase Kensa's market across the South East of England via various means including: making contact with new clients; delivering CPDs and presentations on the benefits of ground source heat pumps to a wide range of people including developers, consultants, M&E engineers, architects, social housing landlords; helping clients identify potential projects; representing Kensa at meetings with local and central government e.g. council planning departments, GLA, BEIS; representing Kensa at trade shows and Government sponsored events.

The intention is that the post holder will generate leads for projects that will be followed up by a team of Contracting Sales Managers covering the same region. It will be necessary for the Business Development Manager to work closely with the Contracting Sales Managers to ensure that all client accounts are well managed and enquiries are responded to quickly.

It may be necessary for the postholder to support the Contracting Sales Managers to produce estimates for GSHP systems and prepare bids for tender opportunities including managing the submission of pricing and technical evaluations along with supporting evidence.

You will be the face of the company and most people's first encounter with Kensa. Your ability to develop successful working relationships with a wide range of organisations will be key to success in this role.

Functional links with: New and existing clients, developers, consultants, M&E engineers, architects, social housing landlords, private housing landlords, main contractors, M&E contractors, construction companies, distributors, installers, local and central government officials, other business contacts, suppliers and colleagues.

Duties and Responsibilities

1. To identify potential clients (e.g. developers, social housing landlords, commercial building owners) and their key decision makers, make contact and arrange meetings. Present the advantages of using Kensa heat pumps and offer to help the client identify suitable projects.
2. To identify key influencers (e.g. M&E engineers, consultants, architects), make contact and arrange CPD presentations to present Kensa's innovative GSHP solutions. Then work with these people to identify suitable opportunities for Kensa.
3. Ensuring follow-up actions are taken and full information is recorded.
4. Responding to questions and requests for further information as they arise.
5. Represent Kensa at trade shows, exhibitions, conferences, industry events and Government sponsored events to generate further business development opportunities.
6. Represent Kensa at local and central government meetings and events, ensuring that GSHP remain a key part of future Government thinking and Kensa's solutions are included within future policy documents.
7. Take responsibility for the company's CPD presentation (in conjunction with the marketing team) to ensure it remains up-to-date with all latest relevant policy announcements and product development.
8. Generate leads for projects and work with the contracting sales managers and other colleagues (e.g. estimating, design) as necessary to develop project proposals.
9. Increase Kensa's client base within the South East of England.
10. Identify new methods and opportunities for sales campaigns within the South East of England and contribute to national campaigns as necessary.
11. Monthly reporting to Director of Sales (South East) to contribute to sales reports to the company board meeting.
12. To undertake training and to assist in training other members of staff as required.
13. To actively and positively contribute to any appraisal process and to follow up agreed actions.
14. To remain a positive ambassador of Kensa at all times
15. To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all company procedures and guidelines.
16. To work at all times in accordance with the company's Dignity & Diversity at Work Policy.
17. To undertake such other duties as may be required within the general scope of the job.

Key Behaviours and Skills:

1. To build a comprehensive knowledge of key policy and legislation drivers that will grow the uptake of GSHP.
2. To build a comprehensive knowledge of Kensa products and systems and to keep updated with changes in product design and application.
3. Excellent communication skills are vital and include the ability to speak confidently to a large number of people at conferences and events all the way down to one-to-one meetings with senior decision makers.
4. Ability to communicate both technical and commercial elements of the GSHP proposal to a wide range of stakeholders from those who know quite a lot to those who know very little.
5. Provide compelling arguments for the use of GSHP in both new build and retrofit applications.
6. Proactive approach to customer management.
7. Excellent knowledge of Powerpoint and the ability to create engaging and authoritative presentations.
8. Thorough and methodical approach to gathering data from various sources.
9. Excellent knowledge of Excel, working confidently with various spreadsheets and undertaking data entry.
10. Ability to manipulate data and integrate utilising formulas.
11. Be reliable, punctual and structure your own schedules to meet deadlines.
12. Manage workload and prioritise responses accordingly.

Experience:

1. A proven business development track record ideally within the H&V, renewables or building services industry.
2. Experience of dealing with the social housing sector, public sector and/or residential housing developers.
3. Demonstrable knowledge of renewable heating systems, as well as a good understanding of the regulatory background and the subsidy schemes.
4. Well-developed interpersonal skills with the ability to operate at board level, act in an influential manner and contribute an expert and considered opinion which demands respect amongst peers.
5. A well-established track record of delivery with a particular focus on innovative or 'first-time' schemes which require collaboration with multiple partners and are characterised by lengthy gestation periods.
6. Previous experience working for an ambitious, fast-growing organisation with a culture that places huge emphasis on personal delivery to support the wider vision.

Person specification:

1. Ideally degree level education.
2. An ability to produce well-reasoned documents which support business initiatives alongside a detailed understanding of Excel to present complex financial scenarios.
3. Good attention to detail.
4. Ability to work to deadlines.

5. Enthusiastic with a “can-do” attitude.
6. Fast learner, with the ability to grasp technical concepts quickly and convert these into cohesive sales messages to technical and non-technical people alike.
7. High energy, self-motivated, with the ability to work both unsupervised and as part of a team.
8. A collaborative and innovative personality

Remuneration

Annual base salary of £35,000 – £45,000 depending on qualifications and experience. You will also partake in the company performance related pay plan. More details will be provided but basic overview is:

- Gross margin targets are set on a quarterly basis and all Kensa contracting staff (sales and delivery) are on the same pay plan.
- Where quarterly sales are 50% or less of the target, quarterly pay will be 80% of base salary.
- A sliding scale then determines the quarterly pay, with base salary achieved at approximately 84% of target with no upper limit.
- On target performance represents approximately 112% of base salary.

Company Car

The postholder will be given a maximum budget of £400 per month to choose their own company car (on a lease). The company will pay the lease company directly.

Pension

All Kensa Contracting employees are automatically enrolled into the company pension scheme (with Nest). As of 1st April 2019, employee contributions are 5% and employer contributions are 3%.

Holidays

All Kensa Contracting employees will start with 20 days holiday plus the standard 8 bank holidays. After two years’ service, this will increase to 22 days holiday and will increase by one day per year up to a maximum of 25 days holiday for 5 years’ service (and above). Kensa does shutdown over the Christmas period and employees have to use their own holiday entitlement for this (typically 3 days per year, occasionally 4).

Other

This job description and benefits may be subject to change, in consultation with the postholder, in response to new circumstances.

Kensa are an equal opportunities employer and are committed to providing a working environment that is free from all forms of discrimination and where all employees are treated with dignity and respect. Please see our Equal Opportunity, Dignity and Diversity Policy.

Signed by Post Holder

Signed:..... Date:.....
