

## Chief Sales Officer

### Role

The primary objective of the Chief Sales Officer (CSO) is to lead the broker sales organisation to meet Endsleigh's sales and growth targets. As a member of the Executive leadership team this role will report to the CEO, and will be primarily externally facing into clients and our insurance market partners. As it is a newly created role it is a fantastic opportunity for the right candidate to really make their mark.

The focus will be on Endsleigh's core strategic markets of Education and Not-for-Profit. These are markets where we have a strong reputation of excellence and significant market share upon which we have an excellent platform to achieve even greater sector penetration. The team you are joining is highly motivated and passionate in client delivery and being part of the Howden Group, you will have access to significant broader resources to allow you to differentiate ourselves from our peers.

### Core responsibilities will include:

- Lead a national sales team
- Bring thought leadership and challenge to create and deliver our sales strategy to deliver profitable growth aligned to budget
- Responsible for all new and cross sell revenue generation and execution.
- Accountable for team delivery and forecasting future revenue across all B2B and B2B2C markets and sales functions.
- Develop and maintain high-level professional relationships with current & prospective clients, suppliers and the wider industry.
- Responsible for adopting process efficiencies and leading the sales team to scale both team size and productivity.

- Work collaboratively with coworkers and the board to lead and develop a high performing organizational culture through leadership, integrity, accountability and the adoption of agile principles.
- Hire, develop, and encourage high-performing leaders and contributors across the organization.
- Manage key insurer stakeholder relationships to achieve mutual partnership growth.

#### Key performance indicators:

- In accordance with business growth targets deliver:
  - Organic income growth
  - Average products per client
  - Client satisfaction (NPS %)
- Resources balanced against budgets with efficiency gains from optimising Income per FTE.
- Positive engagement, support and collaboration across Howden UK Group resulting in aligned cross sell strategy and transversal projects supporting market positioning.
- Strategic people plans in place with aligned PDP's established across the workforce.

#### The Person

We are looking for a Chief Sales Officer who brings with them:

- A proven record of driving and delivering significant profitable business growth through organic and acquisition growth within a significant insurance brokerage (preferably serving the Education and Not-for-Profit markets)
- Entrepreneurial mindset with a desire to build the business through collaboration across all stakeholders, and visibly make their mark on the business and the market.
- Experience in pitching to clients with a range of needs from complex risks to scheme business to affinity groups
- High commercially awareness, ability to develop, understand and evaluate financial business cases/plans and modelling (both internally and also externally)
- Excellent relationship skills - able to operate effectively at all levels of the organisation and with external suppliers and partners, with a strong network in the insurance space.

- Vision to identify and ability to provide strategic direction to successfully identify and access new markets and customer groups.
- Leadership capability to build motivating high performing teams.
- Excellent presentation, negotiation and influencing skills, including objection management
- Compliance with FCA/PRA criteria for a fit & proper person to fulfil a Controlled Function and with FCA/PRA Statements of Principle & Code of Practice for Approved Persons.

## Reward

This is a great opportunity to be part of a transforming growth business and you will be rewarded by a competitive salary & rewards package and being part of a highly engaged & social business culture.

Salary is commensurate to the importance of this role in our business, and the benefits package includes

A defined contribution pension scheme.

25 days holiday, plus bank holidays, with ability to buy additional holidays.

Birthday holiday day

Life Insurance

Access to a number of voluntary benefits including critical illness and dental insurance

Free onsite facilities including gym & other sporting facilities, parking and free fruit & healthy snacks.