

**Position:** Sales and Marketing Director

**Location:** Fleetwood

Here at Ruby Energy, we continue our exciting growth in the new year with a new vacancy for a Sales and Marketing Director to be based within our offices in Fleetwood.

Reporting to the Chief Executive Officer, the Sales and Marketing Director is responsible for driving the commercial success of the business by developing and executing strategic sales and marketing initiatives.

This role combines leadership, strategic planning, and operational expertise to grow revenue, build strong customer relationships, and enhance the company's brand in a competitive and evolving energy market.

We require someone with a deep understanding of the energy sector, customer trends, and innovative marketing strategies to ensure sustainable growth and market leadership.

### **Who are we?**

At Ruby Energy, we are more than just energy suppliers; we are champions of your progress, specifically tailored to empower SMEs. Our foundation is built on providing bespoke energy solutions that blend innovation with adaptability, ensuring that your business's unique energy needs are met with precision.

### **Our Journey**

Launched in 2002, we're experts in commercial utilities and we know what it takes to deliver high levels of customer service. With our Head Office in Fleetwood, Lancashire, and offices in Manchester, we are positioned to serve businesses across the UK with dedication and excellence.

### **The Ruby Way**

Ruby's values are at the heart of everything we do:

*Collaborative:* We ensure your voice is heard. We listen to our customers and strive to deliver strong, responsive customer service.

*Human:* We give a personal touch and support to our customers and each other, treating everyone with respect and understanding

*Committed:* We use innovative solutions to improve our services and always stick to our word.

We pride ourselves on delivering consistently high levels of customer service and innovative products to organisations across all industries. Our vision is to become the best independent commercial energy supplier in the country. We aim to provide contracts that are straightforward, competitive, and most importantly, tailored to your business needs.

### **Investing in the Ruby Community**

We are committed to fairness, transparency, honesty, and professionalism. By heavily investing in our people, processes, and systems, we continuously improve our customer engagement and service offerings.

**Main Responsibilities (but not limited to):**

- Develop and implement the company's sales and marketing strategies to achieve business objectives and revenue targets.
- Lead market analysis to identify new opportunities, customer segments, and competitive positioning within the energy sector.
- The ability to use initiative, accept constructive criticism, work well under pressure and meet deadlines.
- Collaborate with senior leadership to align sales and marketing initiatives with the company's mission, vision, and goals.
- Oversee the sales team, setting clear objectives and performance metrics to drive growth in both B2B and B2C markets.
- Develop pricing, contract, and sales strategies tailored to energy products and services, including renewables, electricity, and natural gas.
- Drive the adoption of customer-centric sales processes to enhance client satisfaction and loyalty.
- Identify and nurture strategic partnerships to expand the company's market reach and offerings.
- Develop and execute integrated marketing campaigns, including digital, print, and event-based initiatives, to promote products, services, and the company brand.
- Manage brand positioning to enhance the company's reputation as an industry leader, focusing on sustainability and innovation.
- Oversee the creation of marketing materials, content, and strategies that educate and engage target audiences.
- Optimise digital marketing efforts, including SEO, PPC, email marketing, and social media strategies, to drive lead generation and conversions.
- Utilise customer data and market research to identify trends, inform product development, and refine marketing approaches.
- Implement CRM systems and analytics tools to track customer behaviour, improve targeting, and foster long-term relationships.
- Stay updated on energy sector innovations, such as renewable technologies, energy efficiency solutions, and regulatory changes, to identify opportunities for differentiation.
- Lead and inspire a high-performing sales and marketing team, fostering a culture of collaboration, innovation, and accountability.
- Oversee recruitment, training, and professional development to build a skilled and motivated workforce.
- Set clear KPIs for team members and provide regular feedback and coaching to achieve excellence.
- Develop and manage the sales and marketing budget, ensuring cost-effective strategies that deliver measurable ROI.
- Track performance metrics and prepare detailed reports for senior leadership, highlighting successes, challenges, and recommendations.

**Knowledge & Skills:**

- Strong leadership and team management skills.
- Deep understanding of the energy market, including renewables, deregulation, and customer trends.
- Exceptional communication, negotiation, and interpersonal skills.
- Expertise in digital marketing strategies and tools, including CRM systems.
- Strategic mindset with the ability to translate business objectives into actionable plans.
- Data-driven approach to decision-making with strong analytical skills.
- Ability to manage multiple priorities in a fast-paced environment.

**Qualification & Education Requirements:**

- Degree in Business Administration, Marketing, Sales, or a related field.
- Minimum of 10 years of experience in both sales and marketing, with at least 5 years in a leadership role, preferably within the energy or utilities sector.
- Proven track record of meeting or exceeding sales targets in a competitive market.
- Proven experience in both the domestic and commercial energy sectors.

This role offers a significant opportunity to shape the commercial strategy of an innovative energy company, driving growth and delivering value in an evolving energy landscape.

**What you need to do now?**

If you would love to join us as our new Sales and Marketing Director, we encourage you to apply now!

Be part of our bright future and **talk to Ruby** today!