Head of Sales & Marketing

Reports To	General Manager - Corporate Support Services
Direct Reports	Sales & Marketing Team | Key Account Managers | Client Services (Sales) | Brands & Marketing Communication Team

ROLE PURPOSE

The Head of Sales & Marketing drives NeraSol's revenue growth by building and executing commercial strategies that acquire new clients, develop existing relationships, and establish NeraSol as the preferred Technology & Digital Services partner in its markets. This role spans the full commercial spectrum — from brand and marketing strategy through to pipeline management, client services, and key account development and management.

KEY RESPONSIBILITIES

Sales Leadership & Revenue Generation

- Owns NeraSol's overall revenue target, developing and executing strategies to meet and exceed commercial goals across all service lines.
- Leads the sales team, managing pipeline development, opportunity qualification, and deal closure from prospecting through to contract signature.
- Oversees key account management to ensure existing clients are retained, satisfied, and grown through upsell and cross-sell initiatives.
- Leads NeraSol's engagement in major bids, tenders, and procurement processes.
- Conducts market research and competitive intelligence to inform go-to-market strategies and product positioning.
- Oversees client services to ensure post-sale client experience is managed effectively and issues are resolved promptly.

Commercial Strategy & Collaboration

- Works closely with the IT Business Development & Operations Head (via the GM, IT Operations & Managed Services) to develop compelling IT service propositions for the market.
- Collaborates with the GM, IT Operations & Managed Services on positioning managed services and technology offerings to clients.
- Identifies new market segments, strategic partnerships, and geographic or sector opportunities to grow NeraSol's business.

Marketing, Brand & Communications

- Develops and executes NeraSol's brand and marketing communications strategy across digital, print, and event channels.

- Manages brands and marketing communication activities to maintain brand consistency and market visibility.
- Oversees the marketing function in developing campaigns, content, and collateral that support pipeline generation and brand positioning.

QUALIFICATIONS & EXPERIENCE

- Master's degree in Business, Marketing, Communications, or a related field. A postgraduate qualification is an advantage.
- At least 10 years of sales and marketing experience in technology and digital , or B2B professional services.
- Proven track record of meeting or exceeding sales targets and growing revenue in a technology environment.
- Experience in digital marketing, brand management, and client relationship management.

KEY COMPETENCIES

- Commercial Acumen and Results Orientation
- Sales Leadership and Pipeline Management
- Brand and Marketing Strategy
- Client Relationship Management
- IT Service Proposition development
- Team Management