**Sales and Marketing Lead**

Do you want to join a fast growing SaaS scale-up, with a strong trajectory of growth and exciting business expansion plans across Europe ?

DirectSkills, a leading software provider for innovative HR solutions is looking for new talents to build the next chapter of its expansion.

**Position Details :**

We are looking for an astute and highly driven Sales and Marketing Leader who wants to be part of our continuing journey to shape and lead the future of DirectSkills.

Your mission will be to ensure that our sales and marketing teams are joining forces on sustaining incremental growth in existing customers and build momentum into new potential accounts across France and Europe.

Your priority will be to drive sales, through developing your networks and key relationships across the customers’ organisation and leverage your relationships internally across pre-sales, product management and engineering to develop opportunities across the accounts.

You will leverage marketing to support sales engagement at scale thought effective digital marketing campaigns and account based marketing activities, generating high quality profiled customer leads.

You will build, manage and develop a team of talented sales and marketing individuals and making sure they hit their personal objectives while developing their competencies and skillset.

This role depends upon a deep understanding of our customers’ business, operations and objectives as well as digital selling and marketing.

This position reports directly to the General Manager

**Key responsibilities :**

* Grow, manage and develop a strong sales and marketing team.
* Deliver on aggressive sales targets to create value and deliver impact.
* Drive effective account management to build lasting customer relationships.
* Analyse and recommend strategic customer expansion into EMEA.
* Develop relationships with key strategic customers across a range of industries.
* Maintain and promote sales processes running effective data led dashboards.
* Deliver a marketing strategy with feedback to ensure best spend for sales.
* Objectively demonstrate impact of marketing on sales.
* Work effectively with pre-sales, support & product team to deliver on customer value.

**Desired Skills and Experiences :**

* Significant experience in leadership of sales and marketing teams and functions.
* Strong SaaS or software industry expertise.
* Proven ability to lead and grow a team.
* Track record on significant revenue growth.
* Introduction of new products to market and managing geo expansion across Europe.
* Strong understanding of sales, marketing and business processes and operations.
* Data-driven focus creating accountability for tangible business driven results.
* Good level of English is a must, second European language would be a plus.

This is a full time, permanent employed position. Occasional travel required in Europe (Post-Covid).

**About us :**

DirectSkills solutions provide maximum flexibility and responsiveness to our customers to fulfill their contingent workforce requirements while optimizing quality and costs and stay fully compliant with regulations. Each day, named companies in construction, logistic and retail sectors are trusting our platform to better hire & manage their temporary resources.

DirectSkills promotes flexible workstyle, including remote working with offices located in Central Paris.

DirectSkills is an equal opportunities employer, promoting diversity and inclusion.