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## Sales and Marketing Department Director

### Objectives

Reporting to the CEO, the Sales and Marketing Department Director will be responsible for leading our Client's sales and marketing activities including development of sales strategy (in line with overall company strategy), building and manage the sales and marketing team and overseeing execution of the agreed strategy.

### Responsibilities / Duties

The Sales and Marketing Department Director is responsible for building and managing company's customer base across key markets and customer segments. Duties include:

#### Developing Sales Strategy:

- Analyzing competitor actions / market requirements / customer trends across key markets (Azerbaijan/ Central Asia / Europe/ Africa) / segments (DTH / Broadcast / Telecommunications) to identify tactical & strategic opportunities
- Work with CEO to develop overall corporate vision / strategy / targets
- Develop overall sales strategy in line with corporate strategy including defining customer value proposition; go to market strategy; and, required partnerships
- Develop key actions required to deliver on strategy from sales / support departments

#### Manage Sales Organization to Deliver on Strategy:

- Agree annual and long term sales targets with CEO (based on sales strategy / competitive landscape)
- Building the sales & marketing group's capability through selective hiring, training, and development / implementation of new processes
- Lead sales team, and regional offices to execute agreed strategy;
- Liaise with Customer Engineering and Network Management Unit on development of VAS to support core strategy / delivery

#### Reporting:

- Ensure all customer / sales information captured / kept up-to-date in sales support tools
- Maintain updated market trends, competitor activities and new technologies as well as identify potential market opportunities for reporting to CEO;



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- Provide monthly sales / competitive reports to CEO and quarterly sales reports to Board
- Provide input into other management reports as / when required

Other Tasks:

- Work with PR to raise company profile within key segments/markets
  - o Develop overall Marketing strategy with PR
  - o Oversee execution including advertising / PR / participation in trade shows
  - o Raise company profile through articles / appearance on panels in conferences
- Liaise / support Business Development in defining new satellite requirements / developing presales

Qualifications / Experience / Skills:

- Degree in business or engineering discipline; MBA an advantage
- Minimum 5 years' experience in the telecom, satellite and/or broadcasting industries
- Ambitious self-starter able to work in a fluid and fast moving environment;
- Strong problem solver;
- Experience in building and leading an aggressive customer/revenue-oriented and sales team;
- Excellent leadership, interpersonal and communication skills;
- Entrepreneurial in orientation with acute business acumen;
- Dynamic, result-oriented, responsible and high standards of professional integrity;
- Excellent command of verbal and written English; other languages an advantage;

Very attractive salary package on offer. The successful candidate shall be prepared to relocate to Baku, Azerbaijan for a minimum of three years.

*Run by space professionals, Spacelinks provide specialist recruitment in the space and defence industry. Spacelinks are acting as a Recruitment Agency with regards to this position. When applying, please send your CV as a Word document to [cv@spacelinks.com](mailto:cv@spacelinks.com) and please indicate your current salary and earliest date of availability. Make sure to include the vacancy number **SL-02502** in the subject line as we use email filtering.*