**JOB DESCRIPTION**

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| **JOB TITLE:** | Chief Commercial Officer - Sure |  |
| **HOURS OF WORK:** | Full-time |  |
| **REPORTS TO:** | Chief Executive Officer – Sure |  |
| **LOCATION:** | Guernsey |  |

## JOB PURPOSE

The roles core purpose is to lead, direct and manage all aspects of the commercial performance of the consumer segment to drive revenue growth. Sure’s strategy is to grow the consumer segment revenue through significant investment in gigabit networks, skills and systems which will underpin delivering an amazing in home experience and simple to use digital channels. The CCO will be responsible for formulating the consumer elements of this strategy and its execution, driving high performance of the team, innovating and delivering revenue growth.

With around 60% of Sure’s revenue derived from the consumer segment the CCO is responsible for the revenue performance of the Mobile, Broadband, Fixed Line and Devices segments across the markets of Guernsey, Jersey and the Isle of Man. Sure’s position in each market and segment is different requiring a strategy in each location. Moving beyond traditional revenue streams in these segments and markets is also key to the ambition of revenue growth. Developing digital channels, moving to a much more digital orientation for sales and service, will also be an essential ingredient of the strategy.

The CCO will be responsible for developing the culture of the consumer team to being more commercial, customer, data-driven and ultimately growth orientated. The organisation and processes will need to be reviewed to ensure that the appropriate skills, approach, suppliers, resources are all in place. In addition the CCO will bring about a change in approach so that growth momentum is created whereby further investment is made to exploit longer term opportunities, particularly beyond existing revenue streams.

The CCO is also responsible for developing the Sure brand and all marketing communications across the entire business, consumer and business segments as well as the islands of the South Atlantic and Diego Garcia. Evolving the brand positioning and marketing communications to be aligned to the strategy and to drive the commercial performance of the business is a key component of the role.

## MAIN DUTIES AND RESPONSIBILITIES

## Commercial strategy, planning and execution

* Drive consumer revenue growth through commercial strategies.
* Develop and manage a five year commercial strategy, aligned to Sure’s purpose and overall strategy. This should include plans for:
  + Revenue growth: Gross and net revenue growth, ARPU and/or subscriber growth, market share
  + Product plan: Mobile, Broadband, Fixed Line and Devices. Develop an amazing in home experience, developing Sure’s services “beyond the socket”, leveraging gigabit networks, and moving into non-traditional telecommunications services. Particular focus on driving take up and revenue from the Guernsey fibre program.
  + Channel & Digital Strategy: routes to market and a plan to drive ecommerce take up and shifting customers away from assisted to online self service, increasing NPS, facilitating market share growth and reducing opex. The plan should include the role of retail and plan for evolving the position in light of the channel strategy.
  + Customer experience: comprehensive plan for improving the customer experience as measured by NPS and CSAT
  + Customer Value Management: acquisition, retention, cross/up sell, marketing
  + Communications & brand: brand and product/services positioning, PR
* Ensure that there is a detailed execution plan within the annual operating plan, with clearly defined KPIs and commercial milestones. Quarterly product, promotion and marketing communications roadmaps by market. This execution plan should focus on fewer higher impacting activities to enable the company to focus generating a better return from our resources. Performance should be closely tracked and reported.
* Financial – ensure plans, forecasts and actual performance is accurately reported financially and is aligned to the budgetary process. This is key as the consumer segment revenue is c. 60% of the revenue of the entire business and therefore accurate forecasting is critical to developing the company’s overall financial position.
* Growth opportunities – encourage more of a growth mindset and identify growth opportunities to accelerate revenue growth, developing new business cases and ensuring strong execution, aligned with the overall company strategy
* Risks and Mitigations – identify gaps to plan, for example as a result of competitive moves, and manage processes and activity to take corrective and mitigating actions to close
* Consumer research and business insights – drive an inquisitive mindset with a view to gaining customer insight in our markets to underpin proposition and marketing communication development
* Marketing communications – responsible for company wide marketing communications including all ATL/BTL and PR as well as managing the marketing budget.

**TEAM AND CAPABILITY**

* Build a commercial team that own the commercial agenda within the business and can lead change across the whole business
* Manage the consumer product, devices, marketing and retail teams to drive high team engagement, high performance and a spirit of customer and island community centricity.
* Ensure that there is a competitive trading mentality across the consumer teams and that performance is closely tracked and opportunities to grow revenue are developed whilst competition and relative performance is also managed tightly.
* Identify and implement changes to drive a more commercially focused outcome across the organisation. Assess and make recommendations on skills and resources required to become a more modern and dynamic commercial organisation.
* Identify and nurture high performing talent within the team and establish succession plan for key roles

## Senior member of the Executive Committee (Exco) :

* As a proven leader and motivator with exceptional communication skills you will create new, and also build on existing commercial and technical relationships across all areas and functions of the Sure businesses to deliver against both the five year strategy and the annual operating plan.
* Review and report on the performance of the department with the CEO and Executive Committee making recommendations, where appropriate, for performance improvement to maximise Sure’s potential to grow consumer revenue.
* In conjunction with other members of the team you will represent the organisation with stakeholders, customers and industry bodies to manage and enhance the businesses brand, corporate image, develop new business and influence industry decision makers.
* You will conduct in-depth reviews of potential opportunities from a financial, market, technical and organizational viewpoint to determine their viability in context of current objectives and strategies.

**In addition, the person will be required to**

* Understand and comply with the licence and other regulatory rules applying to the position.
* Understand and comply with the Data Protection Law as it relates to the position
* Understand and comply with the Health and Safety responsibilities relevant to the role as defined in the Sure Safety Policy
* Work in accordance with the safety procedures and safe working policies of Sure
* Undertake appropriate security awareness training covering information security, data protection, financial crime and payment card data and comply with their information security responsibilities. This awareness training includes understanding of the incident reporting process to be followed in the event of the employee suspecting, causing, or discovering an information security incident.

Due to the nature of this position, the postholder must hold a satisfactoryBasic Police Disclosure. All disclosures of a criminal background are treated with the strictest confidence and checks will only be made in connection with suitability for a post and for no other purpose.

Convictions likely to be considered relevant to this post include dishonesty and those indicating a breach of trust, due to the security requirements of the role*.*

Please note that disclosure of a criminal record will not necessarily debar you from employment in this post – this will depend on the nature of the offence/s and the circumstances surrounding it/them.

**THE WAY WE DO THINGS**

* We work together as One Team,
* We strive for Customer Satisfaction,
* We are Reliable,
* We have a Passion for Technology & Learning
* We are Community & Sustainability Focused

## SKILL REQUIREMENTS

Essential

* Experience in managing the commercial aspects of a significant consumer telecommunications operation: this should include managing the P&L performance of a segment of a larger telco (eg Broadband or Mobile) or responsibility for entire consumer performance for a smaller telco.
* Very good understanding of evolving digital IT & Telecommunications technologies and the market place
* Superb analytical skills and experience with developing marketing capabilities, processes and data models
* Demonstrated ability to lead and inspire a team with outstanding communication and interpersonal skills
* Willing and able to adapt successfully to changing situations and environments as well as ability to manage broad set of challenges with a willingness to get to detail
* Passionate customer advocate with inquisitive mind
* Thorough knowledge of marketing principles: brand, ATL and BTL communications, product, media and stakeholder relations
* Deep understanding of changing market dynamics in telecommunications
* Entrepreneurial spirit

**EDUCATION**

* A bachelor's degree is usually required and an advanced degree in marketing or business (MBA) is preferred. In addition, the successful candidate will hold comprehensive marketing or business development experience in positions of increasing responsibility - with a focus on digital marketing expansion - as well as significant experience in a leadership role.