

JOB DESCRIPTION

Head of Sales & Marketing

This document is an external facing document provided as part of the recruitment process.

Overview

Active Silicon is a market leader in the design and manufacture of leading-edge computer imaging products. These products are used in many areas of science and industry, including manufacturing, life sciences, medical imaging, robotics and security, with many products targeted to specific customer requirements. The current range of products can be seen on the company's website. The type of customers we have, are in general, medium to large companies with which we forge strong long-term relationships and are located all over the world. Active Silicon is part of the Solid State Plc group, listed on the AIM stock market under code SOLI.

As Head of Sales & Marketing, you'll be responsible for designing and executing high-impact sales and marketing strategies that fuel company growth. This is a hands-on leadership role requiring a blend of strategic thinking, team development, and direct involvement in key client relationships.

The current product range is here - <https://www.activesilicon.com/products/>

Summary Details

Job Type:	Permanent, full-time
Job Title:	Head of Sales & Marketing
Location:	Flexible blend of working from home and office-based work at Langley, UK (just outside M25, NW London).
Hours:	37.5 hours per week, 26 days annual holiday (plus public holidays).
Salary Package:	<p>Competitive salary depending on skills and experience, plus salary-sacrifice pension (5% employer, 3% employee) and discretionary bonus scheme worth up to 20% of salary. Life assurance at 4x basic salary. £6k Car Allowance. Option to join Electric Vehicle salary-sacrifice scheme.</p> <p>Access to Westfield Health Scheme including:</p> <ul style="list-style-type: none">- Corporate Health Cash Plan including cover for dependents- Employee Assistance Programme- Discounted gym membership- Retail discount scheme <p>Wellbeing app</p>

Qualifications:	Engineering degree or equivalent
Experience:	10+ years in a similar role with experience of leading a team

The type of person we are looking for

We're seeking a strategic, ambitious leader with a proven track record in driving growth within a technical sales environment. You'll be a natural relationship builder, an inspiring team leader, and an excellent communicator. You'll bring a commercial mindset and the drive to hit – and exceed – ambitious targets.

The Role

Strategy & Planning

- Develop and execute integrated sales and marketing strategies aligned with business growth targets.
- Lead planning, forecasting, and budget development for both functions.

Marketing Leadership

- Oversee all marketing campaigns across digital (SEO/SEA, email, social), traditional, and partner channels.
- Drive brand consistency and increase market awareness through strategic communications and campaigns.
- Conduct and apply market and competitor research to continuously refine positioning and go-to-market strategy.

Sales Leadership

- Set sales targets, develop territory strategies, and lead high-value deal negotiations.
- Build, manage, and mentor a high-performing sales team to exceed goals.
- Identify new business opportunities, channels, and partnerships for revenue growth.

Product & Market Development

- Collaborate with R&D/product teams to shape customer-driven product strategy.
- Define pricing, positioning, and promotion strategies for product lines.

Reporting & Performance

- Track and analyse KPIs, delivering regular performance reports with insights and improvement plans.
- Ensure accountability across the team by establishing clear performance metrics and development plans.

Stakeholder Engagement

- Act as a key spokesperson for the company at events, with clients, and across strategic partnerships.
- Maintain and expand relationships with key clients.

Key Competencies

- Leadership: You've built and led successful sales & marketing teams and thrive in a leadership role.
- Strategic Thinking: Ability to translate market opportunities into actionable commercial plans.
- Technical Acumen: Extensive experience in technical sales, business development, and market strategy.
- Growth Mindset: A relentless focus on targets, learning, and improvement.
- Strong Communication: Exceptional at engaging internal teams and external stakeholders.
- Data-Driven: Comfortable making decisions based on performance data, market trends, and customer insight.