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# Regional Sales Manager (Europe)

We are looking for an experienced and motivated Regional Sales Manager responsible for winning business in Europe as we approach our next exciting period of growth.

As a key member of our Commercial team, you would be responsible for winning business by bringing new customers to the company. The Regional Sales Manager will identify and convert new business opportunities within defined market sectors and regions. Although there will be support in the business in the form of marketing activity and lead generation, the role requires a self-starter to create new opportunities and leads using their own skills and talents.

We see this role as being full time, although this is negotiable. Ideally, we would like this role to be based in Edinburgh on a hybrid basis, to allow for regular interaction with the teams responsible for Product Management, Customer delivery and operations, Finance, Business Development and Sales and Marketing. However, we are happy to consider fully remote for the right person.

## Why Bright Ascension?

We are a fast growing, innovative company changing the way that software is developed in the space industry. With customers across the world, ranging from universities and space agencies, to commercial organisations and start-ups, our core technologies enable our customers to develop and operate space-based systems and services faster, more cost effectively and more reliably.

Innovation is at the heart of what we do and it is our team which drives that innovation; this is reflected in our commitment to employee ownership, which gives all of us a voice, and a stake, in our current and future success. With offices in Dundee, Edinburgh and Bristol we now have more than 50 members of staff and plans to expand significantly over the next 12 months. We are at a very exciting time in our ambitious growth plans and have fantastic opportunities for talented individuals to join our team.

### Our Values

We worked together to identify and shape the values that underpin everything we do, our actions, our vision and all things Bright Ascension.

**Passion and Innovation**

Enjoy what you do and have fun. Be curious and be fearless. Unconventional ideas and passion are the paths to true innovation.

**Teamwork and Collaboration**

Sharing knowledge helps the team thrive. Start a dialogue and win through teamwork. Success comes through collaboration and support.

**Respect and Integrity**

Recognise differences and accept opinions. Integrity, respect and high standards create unbreakable trust and builds reputation.

## What you will do

As a member of the Commercial team, your key responsibilities would be:

- Acquire new customers in a specified geographical area (Europe) and/or business sectors that generate contracted revenues in line with targets. It is anticipated that 100% of activity will be spent on acquiring new customers
- Identification of prospects that meet certain qualification criteria
- Establishing client needs and solutions identifying clear differentiation from the competition
- Establishing initial contact with these prospects and representing the company at promotional events
- Leading and managing the company's sales process with each prospect with the objective of gaining a contract to supply the companies services
- Ensure that new contracts fulfil particular criteria specified by the Commercial team and are entered onto the CRM system accurately
- Creation and management of Key Account Management Plans
- Ensuring that customers are satisfied with the service provided to them
- Produce monthly reporting of sales forecast information
- Develop and maintain a thorough working knowledge of all products within Bright Ascension in order to maximise cross selling opportunities and provide best fit applications to the customer
- Maximise margin on sales by adhering to a predetermined price structure
- Maintain accurate records i.e. pipelines, prospects, sales contracts and activity in the CRM system
- Maintain an ongoing understanding of the competition landscape
- Maintain a clear understanding of the prospect industries along with an ongoing knowledge of fleet and other industry development progress

## Essential skills and experience

We see experience with the following as essential to the job:

- Minimum 5 years selling in a SaaS environment
- Self-starter with a proven record of success in a software sales environment
- Results orientated, resourceful, enthusiastic and diligent
- Exhibit a high level of attention to detail in written and verbal communications
- Possess sound commercial judgement
- High level of PC literacy with in-depth knowledge of Microsoft Office applications and operating systems
- In-depth knowledge of CRM applications, i.e. Salesforce
- Excellent knowledge of product market areas i.e. space or defence marketplace
- Understanding of the advantages of the utilisation of business systems

## Personal skills

We're especially looking for someone who:

- Has outstanding organisational and time management skills
- Is self-motivated with a "can-do" mindset
- Works well both independently and in a team as part of a fast-paced technical environment

- Possesses extremely strong verbal and written communication skills, both for internal and external, customer facing, interactions
- Has the ability to confidently pitch ideas, products and concepts, irrespective of audience level, whilst maintaining target message
- Is diligent, creative, and attentive to details
- Is consistently curious, is interested in learning new skills and is open to new ideas and ways of working
- Has the flexibility to travel internationally for client meetings and events when required
- Has a full clean driving licence
- Is customer focussed with the ability to make clear decisions

## Desirable skills and experience

We think that the following skills would definitely be valuable in this role:

- Knowledge of, or exposure to, space systems in either a commercial or academic context
- Experience in start-up or scale-up companies where products are still being developed
- A Graduate level qualification
- Fluency or professional working proficiency in one or more European language (preferably French, German or Italian)

## What we can offer you

- A competitive salary in the range of £48,000-£58,000 with commissions, depending on experience, with regular reviews.
- A fantastic opportunity to join a growing, innovative, employee-centred business pushing boundaries in the space industry.
- Flexible hours and hybrid working, enabling you to create your ideal work life balance.
- 36 days paid holiday per annum.
- 6% employer pension contribution.
- Enhanced Company Sick Pay and Long-Term Sickness cover.
- A Health Cash Plan to cover costs such as dental, physio and optical.
- Life Assurance cover (x4 salary).
- As a member of the Bright Ascension team you would have a stake in the business through our Employee Benefit Trust.
- Enhanced maternity, paternity and adoption pay.
- Opportunities for international travel for exhibitions and trade shows.
- Investment in you and your skill development and the opportunity to attend relevant events and conferences to aid career / skill development.
- Company events and regular activities for social engagement and team building.
- An open, supportive, inclusive environment where you can explore your ideas and make a big difference to the product and business.

**To apply please send your CV along with a Cover Letter to careers@brightascension.com**

All applicants must be UK based and have the right to work in the UK.

We are working with trusted recruitment partners, no agency enquiries please.

Read more: **www.brightascension.com**

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