

 Livingston James



Green Home
Systems

POSITION PROFILE

Commercial
Director



The Company	3
The Opportunity	4
Preferred Candidate Profile	6
Remuneration	7
Recruitment Process	7





Green Home Systems (GHS) is a market leader in the installation of energy efficiency measures to domestic properties living in fuel poverty. The business was founded by entrepreneurial brothers Peter and Steven Easton in 2014, with the core purpose to eradicate fuel poverty and end climate change by making communities energy efficient and carbon neutral. GHS's current focus is positively impacting Scotland and intends to support and drive this important initiative across the wider UK in time.

It is estimated that around 3.2m properties across the UK currently live in fuel poverty and is becoming an increasing problem for households struggling to pay the rising costs of utility bills. Furthermore, 70% of all UK homes (around 19 million) are below the target EPC C standard, requiring them to reduce carbon emissions. With 18% of all UK carbon emissions derived from residential properties, it is vital that households transition to energy efficient and carbon neutral alternatives to meet government target dates to achieve net-zero emissions. Since inception, GHS has completed over 10,000 energy efficiency projects, lifted over 7,000 families out of fuel poverty and prevented more than 500,000 tonnes of carbon dioxide emissions.

GHS operates in the regulatory backed Energy Company Obligation (ECO) market that underpins the UK's long-term commitments to both reducing the carbon emissions from domestic properties and tackling fuel poverty. ECO obligates the UK energy companies to deliver Annual Bill Savings (ABS) across fuel poor households by funding the installation of appropriate measures such as insulation, solar PV systems, and air source heat pumps. In addition, GHS sells these measures into the private residential sales market and has ambitions to move into the social housing and commercial property market in time.

GHS provide lead generation, installation, and compliance capabilities to enable energy companies to deliver their ECO obligations and in doing so, improve the standard of living for UK households living in fuel poverty. The company also has a specific focus on the use of recycled materials in the insulation measures it installs.

In 2019, GHS secured funding from Circularity Capital, an investor passionate about accelerating growth and innovation in the circular economy, to expand GHS's proposition and diversify their product and customer base. Following several challenging years of managing the complexities brought by Covid, GHS are now able to drive on with their purpose.

Over the next 24 months, GHS has an ambition to treble the revenue size of the business and has clear and achievable strategies to deliver this. As such it is now looking to appoint a Commercial Director to ensure these targets are met. The successful professional will work closely with the Managing Director to deliver against the shareholder's expectations and will be wholly accountable for accelerating the growth of the business. This is an exceptional opportunity to make a positive impact within your community, as well as help to play a part in eradicating fuel poverty and improving the green agenda. Furthermore, the Commercial Director will be a fundamental component in the successful scale and sale of GHS.



Job Title:	Commercial Director
Office Location:	West Scotland (Irvine)
Reports to:	Managing Director

The newly created role of Commercial Director is needed to manage and oversee the sales, marketing, and sales operations across GHS. This person will oversee the overall growth in ECO4 and Private Sales products. The successful applicant will be responsible for designing plans to meet targets, developing relationships with clients / customers, evaluating costs for selling products and services, and managing and growing the team.

Key Priorities:

- Take accountability for accelerating the growth of the revenues for the business across Scotland, and the wider UK in time, as well as playing a fundamental role in the success of the organisation
- Create a coherent marketing strategy to ensure that the 'Green Home systems brand' is developed nationally
- Play a crucial role in assisting the board, investors, and senior management team to ensure a successful company exit when the time for transition comes
- Create and deliver sales and go-to-market strategies whilst quickly understanding the business's unique product line. The sales strategies for the products are quite different and this will require someone to understand the concept and create product-specific strategies. The ability to diversify the customer base will also be important
- Evolve the sales and marketing culture of the business, implementing the appropriate processes, systems, performance metrics and resources to meet the business's objectives





Key Responsibilities:

Sales Strategy & Process:

- Own and hit / exceed annual sales targets
- Develop and execute a strategic plan to achieve sales targets and expand the customer base
- Build and maintain strong, long-lasting customer relationships
- Partner with customers to understand their business needs and objectives
- Effectively communicate the value proposition through proposals and presentations
- Understand category-specific landscapes and trends
- Report on factors that shift tactical budgets and strategic direction of accounts

Marketing:

- Understand the combined marketing and sales process to manage lead funnel
- Understand direct marketing processes and improve / diversify current internal ways of working
- Implement and manage digital marketing tools for effective lead generation, helping Green Home Systems to become known as a household name

Systems and Tools:

- Understand sales systems, processes, and operations needed to own and implement effective CRM tools
- Understand which data is reported on and needed to monitor team performance

Team Management & Leadership:

- Manage sales teams and help create a sales culture to ensure success within the organisation
- Hire, onboard and mentor employees



Key Candidate Requirements:

- Hold mid-level company experience (£20 – £200m T/O), ideally holding a senior board level role and demonstrable track record of growing profitability / proposition, ideally demonstrating geographic and product growth
- Proven sales executive or commercial leadership experience sitting as a Chief Commercial Officer, Sales Executive or Sales and Marketing Director currently
- Proven ability to drive the sales process from inception to close
- Ability to communicate, present and influence all levels of the organisation, including investors and C-level stakeholders
- B2C experience into residential property, B2B desirable for long term growth objectives
- Demonstrable track record and experience in new market strategies, product diversification and general scaling of a business or division to achieve business objectives
- Experienced in meeting or exceeding targets, proven sales pipeline creation, relationship building and closing experience
- Ability to establish the appropriate infrastructure including processes and systems to allow for effective / synergised sales and marketing
- Experienced in establishing a sales culture, and inspiring and motivating set resources to hit objectives
- Ability to take the next generation on a journey, helping them to develop their capabilities
- Excellent listening, negotiation, presentation, verbal, and written communication skills

Preferred Requirements:

- Previous private equity or venture capital high growth experience
- Taking a business through a sales process
- Previous industry-related experience and knowledge

Key Attributes and Behaviours:

- Innovative and strategic thinker
- Commercially astute
- Intelligent and naturally curious
- Results oriented
- Driven and proactive with solutions
- Exceptional stakeholder engagement
- Brilliant communicator
- Motivational to those around them
- Adaptable to new environments
- Sleeves-rolled up and can do attitude
- Resilient, unphased and thrives under pressure



Remuneration:

Attractive package commensurate with background and experience required for the role. For more information on remuneration please contact Sophie Randles, Director at Livingston James.

Contact details are as follows: T: 07432480922 or E: sophierandles@livingstonjames.com

Recruitment Process:

The recruitment process is being handled by our retained advisor, Sophie Randles of Livingston James.

Sophie Randles will conduct the first stage interviews prior to discussing candidates with Green Home Systems at the shortlist meeting.

Interested candidates should provide a tailored CV and covering letter, outlining their suitability and motivation for applying to sophierandles@livingstonjames.com

