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| **JOB DESCRIPTION** |
| **Job title:** | Head of Sales |
| **Team/Department:** | Commercial Team- CLEO Systems  |
| **Location:** | UK based - remote hybrid (with customer travel requirements) |
| **Hours of work:** | Full time 37.5 hours per week- Monday-Friday |
| **Job title the post holder will report to:** | Sales & Marketing Director |
| **Job titles reporting to the post holder:** | N/A  |
| **Date the role profile was revised:** | November 2024 |
| JOB PURPOSEAs a member of the commercial team within CLEO Systems you will play a key role in the development and expansion of a young, growing software business, CLEO Systems 24 Ltd, which is a wholly owned subsidiary of Integrated Care 24 Group (IC24). We are looking for a Head of Sales who will lead the sales execution for our UK based healthcare software business, in collaboration with our Leadership, Account Management and Business Development colleagues. You will drive revenue growth by establishing and maintaining relationships with healthcare providers, NHS trusts, and other stakeholders in the healthcare ecosystem. The ideal candidate will combine healthcare domain expertise with SaaS sales experience to position the company as a leading provider in the market, supporting the revenue growth aspirations of the business. As Head of Sales, you will be responsible for identifying and prioritising key sales targets within NHS trusts, Integrated Care Boards (ICBs), and connected healthcare providers. You will also lead the effort to penetrate these markets, generate new revenue opportunities, and work with our Account Management function to retain existing customers.Driving consistent revenue growth will be central to the role, with responsibilities including the accurate forecasting of sales performance and maintaining a robust sales pipeline. You will develop mechanisms for reporting and use data-driven insights to refine our approach and improve results. You will also maintain a deep understanding of UK healthcare regulations, NHS procurement processes, and market trends, ensuring the business stays competitive. This includes staying informed about competitor activities and collaborating with product and marketing teams to ensure offerings meet customer needs. Partnering with the Account Management and Support teams will also be key to delivering a seamless experience for customers, from onboarding through to ongoing engagement.Working collaboratively with our CLEO Systems teams will be critical, you will have a commercial mindset, be comfortable operating in ambiguous environments and communicating with a wide range of stakeholders at all levels of the organisation.Naturally customer-focused, you will have an entrepreneurial mind-set and a positive attitude. You will have an aptitude for inter-personal communication and be able to use these skills to be the face of CLEO Systems in a conference and customer settings. CLEO Systems operates in the integrated urgent healthcare market. You may have direct experience within this sector, or equally you may have worked with primary, emergency or secondary care applications.  |
| KEY RESPONSIBILITES AND ACCOUNTABILITIES* A proven track record in senior sales leadership, ideally within the healthcare technology or SaaS sectors.
* A deep understanding of NHS structures, procurement processes, and healthcare delivery system, alongside a demonstrated ability to achieve and exceed revenue targets.
* Leadership skills are essential, as is the ability to communicate effectively with both internal teams and external stakeholders.
* A data-driven approach to sales performance is crucial, with experience in leveraging CRM platforms like HubSpot, and an understanding of sales methodologies and pipeline conversion metrics.
* Expert delivery of cost estimates in line with internal processes and sign off.
* Working closely with the Presales, Marketing & Product teams, essential to have a deep and clear understanding of CLEO Systems products, USP’s and be confident discussing them with our key stakeholders
* Create and report against Key performance indicators for the role which include revenue and sales target achievement and sales pipeline growth. The role will play a pivotal part in driving the company’s success and establishing its position as a leader in the healthcare software market.
* Effectively and efficiently handle the challenges that arise in working in a growing organisation with a dynamic and competitive marketplace while being flexible in your approach.
* Familiarity with the B2B SaaS sales cycle, including long-term enterprise engagements, is also highly desirable.
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| **COMMUNICATION AND KEY WORKING RELATIONSHIPS** The post holder must be able to demonstrate excellent communication and interpersonal skills at all times and build and maintain good working relationships with all stakeholders. |
| **ENVIRONMENT**CLEO Systems is a subsidiary of healthcare provider IC24, which has been developing IT systems for around 30 years for its own use. CLEO Systems started offering these and other new systems into the marketplace in 2019 as a ‘challenger’ to more established larger systems suppliers, the market is welcoming its innovation and CLEO Systems has already broken-even from a financial perspective.The parent company IC24 is a major not for profit Social Enterprise company currently providing innovative primary care services designed to deliver quality and affordability. IC24 is solutions-focused, providing a comprehensive portfolio of services aimed at improving access and reducing the demand on secondary care services by helping to avoid unnecessary admissions and facilitating early discharge.Going forward, the company is committed to supporting and enabling better integration between health and social care and more effective alliances between partners from different sectors as essential to delivering seamless services. IC24 has considerable experience of working in complex, demographically challenged environments and the Board is keen for the organisation to be proactive in improving standards of care and patient safety, while delivering value for money too in the health economies it which it operates. Critical to this is building strong professional relationships and alliances with third parties; working with them in a way that maximises the benefits of their involvement.We are proud of our status as an NHS primary care social enterprise, and how we deliver social value to the communities we serve and contribute to the wider NHS plans to deliver carbon ‘Net Zero’ and sustainability. To find out more on this and to view our Social Impact Report, please click [here](https://ic24.org.uk/annual-reporting/).  |
| **HEALTH AND SAFETY**The post holder will be required to comply with the duties placed on employees of CLEO Systems as set out in the Health and Safety at Work Policy and related procedures. The post holder has a legal obligation to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice.All ColleaguesYou have a duty to take care of your own health and safety and that of others who may be affected by your actions at work. You must cooperate with managers and other colleagues to help everyone meet their legal requirements under health and safety law, and not to interfere with or misuse anything that's been provided for your health, safety, or welfare.ManagersYou must ensure you know and understand your responsibilities as defined in our health & safety policies and associated guidance documents. You must identify and assess any risks to people, property, or the environment and ensure all colleagues you have responsibility for, are aware of all our health and safety policies, understand issues arising from risk assessments, site inspections etc. and deal with any associated concerns. You must ensure that all accidents or incidents involving colleagues within your responsibility, are properly reported, and investigated and that regular inspections are undertaken and recorded to eliminate potential hazards and minimise risks. DirectorsYou must ensure that all colleagues and teams within your region and/or department(s), effectively manage health and safety in line with all our health & safety policies and guidance documents. |
| **EQUALITY AND DIVERSITY**CLEO Systems and IC24 have a Diversity and Inclusion Policy to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of disability, marital status, sex, race, colour, nationality, ethnic or national origin, sexual orientation, age, religion or political opinion, whilst attracting talented recruits and retaining experienced employees.We are committed to promoting equal opportunities and diversity and will keep under review its policies, procedures and practices to ensure that, in addition, all users of its services are treated according to their needs.  |
| **INFORMATION GOVERNANCE** Information is vitally important for the safe clinical management of patient care and the efficient administration of services and resources, including our workforce. Information Governance is a framework to enable CLEO Systems and IC24 to handle personal and corporate information appropriately.It is the responsibility of our entire workforce, regardless of employment status, to ensure they abide by the requirements of Information Governance as set out in the Data Security & Protection Policy. |
| **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS** We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All colleagues and volunteers are therefore expected to behave in such a way that supports this commitment. You will be responsible for safeguarding the interests of children and adults who you come into contact during your work. To fulfil these duties, you will be required to attend training and development to recognise the signs and symptoms of abuse or individuals at risk, to follow local and national policy relating to safeguarding practice and to report and act on concerns you may have appropriately. |
| **DISCLOSURE AND BARRING SERVICE CHECKS** CLEO Systems and IC24 will require a DBS check for appropriate roles which is a mandatory requirement and a condition of the employment offer.All posts are assessed on their eligibility for the post holder to be required to undertake a DBS check. For posts that have been assessed as exempt from the provisions of the Rehabilitation of Offenders Act 1974, CLEO Systems and IC24 will require the post holder to undertake an enhanced DBS check with barred list checks. For posts that have been assessed as being in a position of trust, CLEO Systems and IC24 will require the post holder to undertake a basic DBS check. This post has been assessed as requiring a basic DBS check.  |
| **REHABILITATION OF OFFENDERS ACT 1974**Some posts have been assessed as being exempt from the provisions of the Rehabilitation of Offenders Act 1974 and in these cases CLEO Systems and IC24 will require the post holder to disclose all convictions, whether spent or unspent. This post has been assessed as not being exempt from the provisions of the Rehabilitation of Offenders Act 1974; therefore the post holder is not required to disclose any spent convictions. |
| **PERFORMANCE AND DEVELOPMENT REVIEW**This job description will be used as a basis for conducting an individual Performance and Development Review between the post holder and the manager. |
| **VARIATIONS**This job description describes the main purpose and key responsibilities and accountabilities of the post. The post holder may be required to undertake any additional duties or responsibilities as may reasonably be required.This job description is a guide to the nature and main duties of the post as they currently exist, but it is not intended as a wholly comprehensive or permanent schedule and it is not part of the contract of employment.To reflect changing needs and priorities, some elements of this post may be subject to change and where required, any appropriate communication or consultation with the post holder will be undertaken prior to making any changes.  |

**PERSON SPECIFICATION**

| **Requirements** | **Essential** | **Desirable** | **How identified** |
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| **Qualifications and training** | Educated to degree-level, or equivalent by experienceExcellent CRM skills (Ideally Hubspot)Computer literate – with Excel & PowerPoint at good levelExcellent interpersonal skills, including listening, questioning and persuasive communicationAbility to manage own time and take initiativeExcellent attention to detail and accuracy | Experience within the healthcare software marketUnderstanding of the healthcare industry | CV and Interview  |
| **Experience** | A minimum 8-10 years of experience in sales, with at least 5 years in a leadership role.Can demonstrated success selling software solutions to healthcare organisations.Experience with NHS procurement, including frameworks and tendering processes.Solid understanding of B2B SaaS sales cycles and methodologies. Experience managing work to ensure clear focus & deliveryExperience dealing professionally with people at all levelsExperience dealing with sensitive confidential information | Experience working in IT systems/software/B2B business previously | CV and Interview  |
| **Personal qualities**  | Strategic thinker with a hands-on, results-driven approachCustomer-centric mindset with a strong focus on value deliveryResilient and adaptable to fast-paced, changing environmentsPassionate about improving healthcare outcomes through technologyFriendly, approachable with an empathetic sales approach  |  | Interview  |
| **General** |  |  |  |