



## Position Description

Job Title:	Head of Sales & Marketing
Location:	PaySauce Head Office, Lower Hutt
Reporting To:	Chief Financial Officer
Direct Reports:	4-8
Date:	July 2021

## Purpose

The Head of Sales and Marketing is responsible for leading, developing and executing company marketing and sales strategies to ensure delivery of overall business objectives. This role will set the objectives and direction of all copy, content, imagery and merchandise for all marketing assets, including digital assets and establish a sales and marketing funnel, with all necessary metrics in place to identify opportunities for improvement across the entire customer lifecycle. Managing the team sales pipeline and forecast and reporting to Senior Management, Executive and Board.

## Organisation Structure

CEO - Asantha Wijeyeratne

CFO - Jaime Monaghan

Head of Sales & Marketing

## Our Mission

“ PaySauce is a straight-up innovator of fresh solutions for people at work. ”



## Job Description Activities

## KPIs

### Leadership Activities

- Live and demonstrate the PaySauce values in your approach to all of your activities;
- Lead and manage a diverse range of people from different backgrounds with different skill levels to achieve common objectives and shared success;
- Be highly organised, enable your direct reports to be highly organised and provide direction where required;
- Develop and nurture relationships with key internal stakeholders, specifically the Executive team, the Senior Leadership team, Support, Development and Finance;
- Contribute to the overall success of the business, playing an active role in the Senior Leadership Team, including representing Sales & Marketing at the Senior Leaders Forum;
- Work collectively as a leadership team to ensure that the workload is shared and PaySauce objectives are prioritised over team or individual objectives;
- Communicate and lead the Sales and Marketing team's objectives, leading the discussions on how these fit into the overall business objectives, as well as cascading these to each of the Sales & Marketing Team members' individual objectives;
- Help your team to shape stretchy objectives that clearly contribute to delivering the overall business objectives and team objectives as well as delivering personal objectives to help develop further in their role;
- Provide effective communication on priorities with a clear understanding of what's coming up, the effort involved to deliver and the outcome expected;
- Ensure all sales and marketing activities contribute towards achieving overall business objectives;
- Use your fantastic interpersonal skills and be a recognised leader in the industry.

### Leadership KPIs

- Stretchy team objectives, that clearly align to the overall business objectives and cascade to the team
- Motivated, driven team who clearly understand their objectives and make every effort to achieve them
- Invited to speak at events.
- Team receive positive feedback that encourages the right behaviours and in a way that reflects the wishes of the receiver.
- Team receives constructive feedback respectfully and in a private environment. Constructive feedback is clearly articulated in a way that helps the team member learn and grow

### Sales Activities

- Develop and execute an agreed sales strategy;
- Manage and report on the sales pipeline and funnel;
- Own and develop a partner program driving sales among existing partners and accountants;
- Set appropriate objectives for direct reports to enable shared success;
- Liaise with key partners, including Xero & Figured, representing PaySauce at all required events;
- Be an excellent communicator both orally and in writing;
- Attend functions, events, conferences and meetings on behalf of PaySauce conducting yourself in a professional yet friendly manner;
- Maintain existing relationships with key accounting firms;
- Seek feedback from customers for development opportunities and report those to the right channels;
- Be comfortable acting with end users and employers.

### Sales KPIs

- Stretch sales targets are set underpinned by a clear delivery strategy;
- NPS score to show customer satisfaction;
- Achievement of agreed business metrics through the sales and marketing funnel;
- New opportunities identified for creating value from new and existing clients and partnerships.



Marketing Activities

- Set the objectives and direction of all copy, content, imagery and merchandise for all marketing assets;
- This includes, but is not limited to setting clear objectives and measurable outcomes for:
  - Direct marketing campaigns, apportioned across all appropriate digital channels and in-person client events;
  - In-person partner events;
  - Roadshows, trade shows, demonstrations;
  - OOH marketing
  - Social media
- Develop and nurture relationships for joint campaigns with key partners such as Xero, Figured, DWN, Federated Farmers etc;
- Provide recommendations on new markets or other opportunities from thorough, clearly articulated analysis.

Marketing KPIs

- A clear marketing strategy, underpinned by a marketing delivery programme
- All marketing activity returns a positive ROI.
- Continued growth in brand awareness
- Thorough market analysis to identify and recommend potential addressable markets and opportunities

Health & Safety

- Report all hazards or unsafe situations, including while driving
- Report all accidents/incidents including near misses
- Work safely and use all protective equipment if appropriate
- Use common sense in H & S situations.
- Inform a manager if you require anything to conduct your duties safely.

Health & Safety KPIs

- All hazards and unsafe conditions are reported and any possible improvements to H&S implemented

Other Duties

- Model the level of professionalism required of a Senior Leadership position
- Respect and maintain the necessary level of confidentiality demanded of a company listed on the New Zealand Stock Exchange
- Carry out other reasonable duties as requested.
- General admin tasks will be required
- Abide by the Policies, Procedures and Values of PaySauce
- Assist with any other duties as required by any team in PaySauce

Other Duties KPIs

- Exceptional level of professionalism maintained at all times
- All hazards and unsafe conditions are reported and any possible improvements to H&S implemented
- One team approach to deliver the best outcome for PaySauce overall

## Experience & Qualifications

The ideal candidate will have:

- Experience leading a sales team
- Experience leading a marketing team
- Experience with CRM
- Experience with SEO
- Experience writing marketing briefs
- Experience running effective marketing
- Experience working with SaaS
- Experience within HR and payroll
- Excellent oral & written communication skills
- Well developed interpersonal skills and the ability to get on with people of all backgrounds
- Proven communication, influencing, interpersonal & report writing skills
- Full NZ drivers licence
- A tertiary qualification, ideally in Commerce, Marketing or Business.

## Key Competencies

- Leadership
- Management
- Marketing
- B2B Sales
- B2C Sales
- Commercial acumen
- Strong work ethic & reliability
- Curious
- Listening skills
- Customer Focused
- Attention to detail
- Team player
- Self-motivated & proactive
- Initiative, drive & action oriented
- Comfortable in an ever changing, fast growth company
- Ability to travel throughout NZ unaccompanied

## Our Values



### **Do good and be honest**

We act ethically and never knowingly cause harm. We lend a hand and we give a dang. We're honest, fair and we prioritise people. We strive for transparency - we're up-front about what we do. We've earned trust and confidence because we really know our stuff, but at the same time we hold ourselves accountable, own our mistakes and then learn from them.



### **Respect and include**

We make technology but our biggest focus is on people. We value everyone's ideas and input and we treat everyone right. We think difference and variety are pretty cool, and we won't stand for bullying, discrimination or narrow-mindedness. We listen to our partners, customers, team and stakeholders and we make sure our decisions drive the outcomes that they need.



### **Fun and fresh**

We're a wee bit quirky and we go our own way. We keep each other humble and we call it like we see it. We're always professional, but we're down-to-earth and we're good company. We're serious about what we do - but we don't take ourselves too seriously.



### **Simple and smart**

We work really hard to make tricky stuff easy, and we proactively solve real problems. We're always improving and innovating, and we're never "finished" - we can always do more and get better. We're curious, driven and dedicated, looking for the simplest answers to the trickiest questions. We love to be pioneering and bold, but we never over-complicate anything or fix what's not broken.



### **Resourceful and results-oriented**

We're ambitious but grounded, and our decisions are shrewd and data-driven. We're motivated by success and we're always working to create the returns to fuel a healthy, sustainable business. We strategically prioritise tasks and tactics in order to regularly deliver outcomes, because we know that what gets produced is more important than what gets planned. We're adaptive, agile and unafraid to take a calculated risk, while always arming ourselves with the best information available.