

SALES DIRECTOR

- **Hours**: 5 days per week
- **Contract:** Permanent
- **Location**: Kings Cross office minimum 3 dpw
- **Salary**: c £50,000 per annum (depending on experience)
- **Holiday:** 25 days per year plus bank holidays
- **Reporting to:** CEO

Are you a confident, commercially driven person with a strong sales background, who loves opening doors, winning new clients and creating new revenue opportunities?

Are you ambitious about turning commercial opportunities into real growth, and building a high-performing sales team to make that happen?

Would you like to put your commercial sales experience to work in a social enterprise where business success creates positive change for a local community?

Then we'd like to invite you to apply for our new Sales Director role. Deadline for applications: Monday 7 December, 5pm.

ABOUT US

Cook for Good is a social business with a clear mission: to bring businesses and communities together through food, for the benefit of both. We've created a model for tackling food insecurity, social isolation, health inequality and barriers to work, which we're putting into practice on a social housing estate in Kings Cross.

Much of this work is fuelled by corporate teams, who come into our kitchen to take part in cooking-based teambuilding events. We offer a range of events and have a growing list of corporate clients, as well as collaborating on a range of wider products and services with our corporate and culinary partners. We then reinvest all the profits from these activities to run our impactful community programme, creating positive change through the power of food.

Due to the level of interest in our model we are now ready to invest in the growth of our team building business and so have created a new role of Sales Director. This role has previously been overseen by our Development Director but our events business now needs a Director with full focus on driving sales growth. Our strategy in how we approach relationships with corporates since our inception five years ago has also changed. We are now focused purely on growing our trading activity rather than more traditional corporate partnerships and so for that reason we are now seeking to appoint someone with commercial sales experience who can lead this next phase of our growth.

ABOUT THE ROLE

We are seeking an experienced sales professional to join our team as Sales Director. Reporting to the CEO, you will lead Cook for Good's commercial growth strategy, taking overall responsibility for new business development, client retention, revenue growth and sales performance across our corporate events business.

You will be responsible for delivering our annual sales revenue targets through both your own business development activity and by leading and developing a small sales team. You will own the sales pipeline from enquiry through to conversion, ensuring accurate forecasting, effective pipeline management and continuous improvement of sales performance.

Working closely with the CEO, you will help shape our longer-term commercial strategy, identifying new markets, partnerships, products and opportunities that support Cook for Good's ambitious growth plans while maximising our social impact.

You will manage a small team comprising Senior Account Manager (direct report) and Junior Account Manager, and our Sales Coordinator, who manages the administrative sales process from enquiry through to booking. You will also work closely with our Events Director to ensure seamless event delivery, our Marketing Director to maximise lead generation and brand profile, and our Finance Director to monitor commercial performance and forecasting.

This role is ideal for a commercially minded leader with a passion for mission-driven work who enjoys combining strategic thinking with hands-on sales delivery in a fast-growing social enterprise.

KEY RESPONSIBILITIES

Sales Strategy & Leadership

- Develop and lead Cook for Good's commercial growth strategy, identifying new markets, products and opportunities to support the organisation's long-term growth ambitions.
- Take full accountability for delivering annual sales revenue and agreed commercial performance targets.
- Own the sales pipeline, forecasting process and sales reporting, ensuring accurate forecasting and visibility of future revenue.
- Develop and continually improve sales processes, CRM usage, reporting and conversion performance.
- Develop pricing strategies and commercial propositions that maximise both revenue and profitability while maintaining alignment with Cook for Good's social mission.
- Report sales performance, pipeline health and commercial opportunities to the CEO and Board on a quarterly basis.

New Business Development

- Utilize a range of tactics to generate leads, including speaker opportunities, leveraging existing client networks, social media campaigns, and general business development efforts.
- Represent Cook for Good at external events and corporate networking opportunities
- Monitor competitor activity, customer insight and market trends to identify new commercial opportunities.
- Have overall responsibility for any additional corporate partnerships and sponsorship opportunities that generate both revenue and wider organisational impact beyond core revenue from event sales.

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- Work collaboratively with the CEO, Marketing Director and Events Director to develop new products, packages and commercial offers in response to customer demand

Account Management

- Develop and maintain strong client relationships, ensuring high levels of engagement.
- Gather client feedback and market insight to inform service improvements, pricing and future product development.
- Maximise client lifetime value through repeat business, cross-selling and long-term strategic relationships

Team Leadership and Coordination

- Lead, coach and develop a high-performing sales team through objective setting, regular performance reviews and ongoing mentoring.
- Foster a collaborative, accountable and commercially focused team culture.
- Ensure effective use of CRM systems, reporting processes and sales best practice across the team.
- Work collaboratively across Marketing, Events, Finance and Community teams to ensure commercial priorities align with operational delivery.

Key Performance Indicators (KPIs)

- Achievement of annual revenue and commercial performance targets.
- Delivery of new business revenue targets.
- Growth in repeat business and client retention.
- Healthy sales pipeline and forecast accuracy.
- Strong conversion rates from enquiry to booking.
- High levels of client satisfaction and referral business.

PERSON SPECIFICATION

About You

We are looking for a warm and engaging person who is brilliant at establishing and nurturing relationships and comfortable influencing and securing sales opportunities with senior level contacts. You will be motivated by working for a values-based organisation with social purpose at its core, happy working with a small but dynamic team who are really passionate about what we do.

You will be comfortable taking accountability for driving and hitting revenue targets, have a highly commercial mindset and be highly ambitious and able to spot and create new opportunities for Cook for Good, whether through strategic partnerships, new sector outreach campaigns or product development. You will be a highly efficient team player, working collaboratively in a fast paced environment. You will be comfortable using data, forecasting and market insight to make informed commercial decisions and continuously improve sales performance. You will also be excited by the impact that food and cooking can have on businesses and communities, and will join us as we move into a key phase in Cook for Good's growth.

Essential Skills and Experience

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- At least 3 years experience gained in a senior sales role in a commercial B2B sales environment is essential. While experience in social enterprise, charity or purpose-led organisations is valued, this role requires demonstrable experience of generating earned revenue through commercial client sales rather than primarily through fundraising, grants or sponsorship
- A proven track record as a lead revenue generator, winning new corporate clients and delivering measurable sales growth. Experience must include owning commercial sales targets and driving revenue through B2B client acquisition
- Proven experience of developing and leading an effective sales strategy to drive growth within a commercial setting, including opening new markets, winning new corporate accounts and building a high-performing fast paced sales function. The ability to model successful commercial sales behaviours and approaches to the wider team is essential.
- Proven track record of managing and growing corporate client accounts, with experience building long-term relationships with organisations of varying sizes and complexity. Experience should demonstrate a strong understanding of corporate buying behaviours, procurement processes and delivering value to commercial clients.

- Experience of sales forecasting, pipeline management and CRM reporting, plus strong analytical skills with the ability to use sales data and market insight to inform decision making
- Experience developing commercial propositions, pricing strategies or new service offerings, including competitor analysis and working with marketing and communication teams to develop sales campaigns.
- Experience managing and developing small teams, and budget management.
- Excellent communication and relationship-building skills
- Passion for mission-driven work and alignment with Cook for Good's social impact goals.
- Self-motivated and able to work with minimal supervision.

Desirable Skills and Experience

- Experience in the social enterprise or community sector
- Knowledge of the food or events industry.
- Familiarity with CRM systems and sales tracking tools.

What We Offer

- Opportunity to work in a purpose-driven organization with high-profile corporate clients.
- Collaborative and fast-paced working environment.
- Chance to contribute to meaningful social impact initiatives.
- Competitive salary and benefits package.

How to Apply

If you would like to apply for this role please send a cover letter and CV to emma.stewart@cookforgood.uk

Deadline for applications **Mon 7th December 5pm**

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