

**Job Title:** Chief Revenue Officer  
**Reports To:** Directors of the Company

## Job Summary

At Bytron we believe that at the heart of every great company is a team of brilliant, driven professionals. We're a values-led Company and aim to ensure all our employees feel valued, supported and motivated to achieve their very best. Our aim is to exceed expectation and create innovative digital products that make information more accessible and useful, enabling people to achieve more.

The Chief Revenue Officer will work collectively with the wider Executive Leadership Team to ensure that the strategic objectives of the business are achieved, specifically in terms of being accountable for achieving our revenue targets, marketing and customer base. With responsibility for the Commercial Team, the post holder will be a highly experienced, business minded senior leader that is results driven. The successful candidate will already have the skills, knowledge and experience to lead, plan, develop and implement commercial strategies within a SaaS business.

Our Chief Revenue Officer will have responsibility and accountability for business development and income generation for the company, with the primary focus being on maintaining customer relationships, generating new business opportunities, meeting revenue targets and increasing our market share within the aviation industry.

## Location

Headquartered in the North Lincolnshire village of Kirmington, we also have offices in Hull, East Yorkshire and fully support a remote working schedule.

## Accountabilities

### Leadership

- Leading, managing and being accountable for the Sales, Marketing and Customer Account Management team members within Commercial
- Working collectively and strategically with the Executive Leadership Team to achieve overall business goals in terms of revenue
- Champion behaviours aligned to the Company values and challenge behaviours that fall below our standards
- Be knowledgeable of Company policies and procedures and ensure that these are followed at all times
- Support the Commercial team members by being an expert in all areas of Sales, Marketing and Customer Services

### Sales & Marketing

- Overall responsibility for achieving annual revenue targets for the company

- Overall responsibility for ensuring that our product(s) are marketed to the highest standard and that all mediums available are being utilised effectively, consistently and with the aim of increasing brand awareness and increasing market share
- Developing and implementing Sales and Marketing strategies with the aim of accelerating company growth, and improving sales conversions
- Planning new sales and customer acquisition strategies
- Maintaining and identifying new partnerships for potential resellers or 3<sup>rd</sup> parties that can add value to our existing product offering

### **Customer Account Management**

- Accountability for managing existing client relationships, understanding their requirements and ensuring client retention is excellent
- Overall responsibility for negotiating and renewing customer contracts
- Ensure our company reputation is at the highest standard from NPS score, PR and brand consistency

## **Qualifications, Experience, Skills & Knowledge**

- A commercially minded, results driven graduate (minimum 2:1 or above in a Business related degree)
- Highly experienced as a Commercial Senior Leader preferably within a software business (minimum of 5 years experience as a Chief Revenue Officer, Chief Commercial Officer, Commercial Director or similar level role)
- Holder of a professional management qualification (CMI Level 5 or above or must be willing to work towards this)
- Knowledge of the aviation/airline industry preferred but not essential, however the postholder must work towards fully understanding our product offering and value to end users and be able to professionally demonstrate our software to a high standard within the first 3 months
- Demonstratable employment history of B2B marketing, sales and customer service with a proven track record of achieving both personal and business commercial targets
- Outstanding communication skills, with an entrepreneurial business mindset - the post holder must be a confident communicator that can adapt their pitch according to their audience and express the true value of the product to the customer during product demonstrations and when engaging in our user forums
- Demonstrable knowledge and experience of effective prospecting to key decision makers within the aviation industry – we expect the CRO to generate leads and push prospects through the sales pipeline, whilst simultaneously supporting their team members to do the same

- Outstanding enthusiasm, passion and the determination to succeed with an ability to continuously develop and motivate the Commercial Team to market our products effectively, achieve commercial sales targets and provide excellent customer service to retain our customer base
- Demonstrable experience in lead generation, preferably within the aviation industry with the ability to qualify genuine opportunities and guide them through the sales pipeline to achieve high conversion rates
- A desire to continually learn, pick up new skills and increase your knowledge of the aviation sector and products, experience working in an airline supply chain environment would be an advantage
- Self-motivated and hard worker - we encourage working smarter and being proactive
- Ability to receive feedback positively - we encourage openness and work together to improve ourselves, our products and our services and sometimes this means two-way feedback from peers
- Putting the customer service first and using quality as a prime driver of outcomes - quality over quantity is important in everything we do
- Desire and willingness to learn and grow with us - we want to see passion; this means going the distance in developing your skills and using those skills to benefit the company, your team and the products we provide
- A team player - we are a values-led organisation and actively promote a great working environment, positive team spirit and inclusivity, as a member of our Senior Leadership Team you will champion our values and lead by example

## Staff Benefits

- Excellent base salary (£65,000 p.a) plus uncapped commission structure (potential OTE £135,000+)
- Long Service Bonus (based on company profits and length of service)
- 25 days annual leave (rising with service length) plus public bank holidays
- Company pension scheme with 5% employer contributions
- Flexible and remote working
- Holiday purchase and selling scheme
- Enhanced Occupational Sick Pay Scheme
- Enhanced maternity/paternity/adoption leave
- Death in Service Scheme
- £50 Amazon voucher for birthday

## Interview Information

Interviews for this position will be in two stages.

At stage one, candidates will be required to deliver a presentation remotely via MS Teams; 10/15 minutes to deliver a demonstration of our skybook software solution and 10/15 minutes to present a strategic commercial plan, aimed

fundamentally at how to achieve annual revenue targets for the business. The presentation will be concisely and professionally delivered, lasting no longer than 30 minutes and will be followed by a formal interview. Candidates shortlisted for stage one interviews should allow two hours and will be supplied with a more detailed presentation brief at least one week prior to the interview date.

Candidates shortlisted for stage two interviews will be required to attend our head office to meet the wider Executive Leadership Team and learn more about what we do, how we do it and expectations of the role. Candidates will be required to deliver a presentation on any topic they are passionate about lasting no more than 15 minutes. Candidates should allow four hours for the stage two interviews.

## How to Apply

Please forward your latest CV with a covering letter detailing how your qualifications, skills, knowledge and experience match the job specification above to [jobs@bytron.aero](mailto:jobs@bytron.aero).

\*Applicants must have the right to live and work indefinitely and unrestricted within the United Kingdom

\*This post is not open to recruitment agents