

Head of Sales – BioScapes

Rolawn is a well-respected and successful company providing market leading horticultural and landscaping products, and is proud of its position at the forefront of the industry.

The business employs around 100 skilled staff and has its own UK manufacturing facility supplying both commercial and retail customers across the UK.

The company has launched a new business BioScapes, focused on improving the environment with new and innovative products which restore ecosystems and promote gains in biodiversity.

This is a hugely exciting opportunity to join an environmentally focused start-up as their new Head of Sales based in North Yorkshire. Joining at a pivotal time for the business and this is an exciting and growing market where you will be initially selling to consumers, commercial organisations and specifiers. This is a key role with opportunity to progress within a company with ambitious growth plans.

- Exciting Innovative Start-Up focused on the creation of healthy ecosystems and positively encouraging biodiversity.
- Launch of environmentally supportive products for both commercial and residential uses.
- Generous Salary & Progression Opportunities.

What you'll be doing

A lot of the initial groundwork has been done, with market research conducted, proposition and messaging defined and an e commerce website built. You will be joining at a time when you can build upon the progress to date, helping to define the go to sales strategy, and raising awareness of the brand and products.

Initially you will work with the existing start-up team, and use your expertise to help build the sales and marketing activity website and delivering sales.

You will play an important role in new business approaches and pitches, developing relationships and partnerships with customers, retailers, distributors and other providers.

This is a broad, varied and fast paced role, where you will be hands on driving sales, marketing, brand management, event management, everything that you would expect to come out of Sales and Marketing activity for a new venture.

What experience you'll need to apply:

- Extensive sales and marketing experience
- Strategic thinker with excellent delivery skills
- Proven ability to launch new products or develop new markets/territories

- Broad experience across digital and offline channels
- Highly analytical and data driven
- Strong written and verbal communication skills
- Driven, ambitious and commercially focused
- Holding a degree and/or a professional qualification ideally in sales or business development.

What you'll get in return for your experience

This is a very rare opportunity to join a business at an early stage, with incredible products to launch to market. The salary is competitive and you will have further progression opportunities as the business continues to grow.

This is a particularly exciting time for the business as it embarks on the commercialisation of patented products that will encourage and support a wide range of UK flora and fauna from birds and bees to amphibians and mammals to fungi and single cell micro-organisms. This appointment will enjoy significant levels of autonomy and responsibility. The successful appointee will lead the sales and commercial activity in the business with the support of the senior management team. The successful candidate will be responsible for the commercial and sales performance of the business.

How to apply

If you feel you have suitable experience for this role we would love to hear from you. Please send your CV with a covering letter to recruitment@bioscapes.co.uk.

www.bioscapes.co.uk