



Role Title: Managing Director

Responsible to: Employee Ownership Trust

Role Purpose

The purpose of the role is the responsibility for the overall performance of the organisations business, driving the culture and passion for our products, this includes:

- ✓ Leadership that motivates the team and day to day management that promotes a productive, safe, inclusive, and supportive workplace.
- ✓ Support and maintain agreed sales and margin targets for the company.
- ✓ Implementation of a marketing strategy that promotes the organisation’s full range of services to its target clients and supports the sales drive.
- ✓ Lead implementation of processes/systems to support Global Trade and Retail Management policies, ensuring efficient purchasing and distribution strategies.
- ✓ Monitoring performance trends in sales, margin, manufacturing and then acting on this analysis to mitigate emerging risks and innovating to capture emerging opportunities.
- ✓ Implementation of Lean Manufacturing goals and strategies for improving the operations and processes within the organisation.

Key Objectives & Accountabilities

The structure, duties and accountabilities may vary from time to time without changing the general character of the role or the level of responsibility entailed. Individual objectives will be agreed annually.

- Develop straightforward short, medium, and long-term strategies to achieve the shareholders and stakeholders’ objectives.
- Develop practical business plan to deliver strategic objectives.
- Provides leadership and direction for the organisation, through an inclusive and collaborative style that will motivate and inspire staff.
- Demonstrates a passion for our products, design concepts and product enhancements, in line with the organisational culture to continually improve our product range.

- Coordinate with senior management to plan participation in trade shows, to identify appropriate business opportunities.
- Prepare annual budgets and maintain clear oversight of all financial and budgetary matters throughout each financial year, ensuring all significant risks are controlled and profit margins are maintained.
- Identify business development opportunities including partnerships that will extend the company's client base and geographical reach.
- Oversee the creation and implementation of a marketing plan that will raise the profile and awareness of the range of products offered by the company to target existing and potential customers.
- Develop Lean principles to identify and improve the outcomes of manufacturing and operational processes to improve efficiencies, reduce cost and increase customer satisfaction.
- Continue to build a culture of First-Class service (i.e., responsive, accurate, efficient, proactive) with the Senior Management Team, measuring performance against team agreed measures.
- Keep abreast of developments in products, production, manufacturing, and technology in the sector and promote an innovative approach for the company in response.
- Ensure that the company operates within all current regulatory and legislative requirements and that the company anticipates and is ready to implement changes in these requirements. This includes regulations, Health & Safety, Employment Law, Accounting, import and export regulations and Information Governance.
- Be able to travel globally as required to attend trade shows, meet with suppliers and clients, and be a positive ambassador for the organisation.

Knowledge, Skills & Experience	Essential or Desirable
Has led or been part of effective strategy development for a business of reasonable complexity	Essential
Proven track record of generating significant sustainable and profitable business growth	Essential
Proven ability of multiple operational functions and principles, including finance, customer service, manufacturing, and employee/people management	Essential
Demonstrable ability to identify and analyse complex data to find the key information, identification of trends and responding swiftly to risk and opportunities	Essential
Understanding of global operations management either through directly managing production / manufacturing / logistics / service processes or a close understanding of this	Direct management desirable, insight essential
Lean Manufacturing knowledge/specialist, to be able to employ Lean methodologies and tools in order to accomplish business objectives.	Essential
Outstanding ability to build existing and potential supplier and client working relationships combined with skills to present and negotiate, to achieve successful outcomes	Essential
Experienced in working with colleagues and developing processes that create a great customer experience and developing this on an ongoing basis from feedback to build the reputation and the products of the business	Desirable
Operated in a senior or leadership role within a manufacturing, production, engineering environment within a global market	Desirable

Personal Attributes	Essential or Desirable
Self-starter with hunger to achieve and innovate, backed by the resilience to cope with the inevitable challenges.	Essential
Single minded drive to 'get things done' backed by trustworthiness, integrity and clear understanding of the priorities for the business	Essential

Flexible, adaptable, able to work proactively with a positive can-do attitude	Essential
Charisma and drive that generates trust and confidence in others (including customers) and an ability to lead and manage teams in an inclusive way	Essential
Tenacity, quick response, and people skills to help capture sales opportunities	Essential
Flexibility of thought to respond astutely to changing circumstances and complex problems including external challenges	Essential
Ability to create and work to tight deadlines as part of a small team	Essential
Demonstrate the passion and drive for our product and have a keen interest in the cycling (or similar) sector	Desirable

Other Requirements	Essential or Desirable
Full driving licence	Essential
Be able to travel globally as required to attend trade shows, meet with suppliers and clients	Essential
Ability to competently use the main MS Office suite of products and to pick up the use of bespoke software programmes	Essential