



# Example of Commercial Director Job Description

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Our innovative and growing company is searching for experienced candidates for the position of commercial director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for commercial director

- Put in place processes in sales planning, forecasting, business planning, customer service and clinical, etc, and execution of marketing strategies to achieve long term objectives of business
- Line Management responsibility for Gift Card Marketing Manager including performance management
- Engage key stakeholders across the business to facilitate launch of ancillary revenue initiatives activity including Marketing, Account Management, Contact Centre and Customer services
- Ensure appropriate approvals are received from Deal Review Board – sign off from Product Management, Finance, Legal and Risk Management
- Deliver and commission commercial training to senior managers across the business
- Support Business Development in the goal of adding incremental long-term business, including new business lines or acquisitions
- Develop the business by increasing direct clients and new business portfolios, bringing in additional work from existing clients
- Develop and maintain a network of prospects that will enable a strong, consistent pipeline for conversion into sales
- Participate in commercial conversations and negotiations
- Ensure achievement of practice revenue (contract value) goals, through new business sales and/or existing member renewals, within a geographic region

## Qualifications for commercial director

- A sales oriented professional with strong market knowledge and ability to grow the affiliate and ad sales businesses and exploit new revenue streams and business models
- Able to build strong business relationships, both internally and externally
- With direct experiences in consumer goods / retail is a plus
- BS Engineering degree or equivalent
- Able to interface with both internal team members and external partners
- Must have strong MS Office (PowerPoint, Excel, Word, Outlook)