

ALARIS ANTENNAS (PTY) LTD

All members of the company are to abide by the company's policies and procedures.

ANNEXURE A: JOB PROFILE

1. POSITION	
Position title:	Senior Business Development Manager
Department:	Sales & Marketing
Reporting to:	Head of Sales & Marketing
Location:	Germany preferably or nearby European country
Main purpose of this role	<p>The Senior Business Development Manager is responsible for driving strategic growth, expanding market presence, and securing profitable business opportunities in line with company objectives. This role focuses on opportunity identification, customer relationship management, order generation and processing, and supporting the product and engineering teams with market intelligence to strengthen the overall business strategy.</p> <p>About Alaris Antennas: Alaris Antennas, part of the Alaris Holdings Group, is known for its commitment to innovation and excellence. We foster a dynamic and collaborative work environment where creativity and expertise thrive. Join us and contribute to our mission of shaping the future of advanced antenna technologies.</p>
2. REQUIREMENTS	
Minimum education (essential):	Beng Electronic or Electrical Engineering
Minimum education (suggested):	MEng Electronic or Electrical Engineering
Minimum applicable work experience (years):	10 to 15 years in Business Development or Sales in the Defense Industry
Required nature of applicable experience:	Experience in antenna systems or RF technology is beneficial
Computer literacy (essential):	MS Excel (Expert) MS Word (Expert) MS PowerPoint (Advanced) Microsoft Dynamics NAV/Salesforce
Computer literacy (suggested):	Use of CRM packages Managing mail box Office software
Language proficiency:	English + One other (European language an advantage)
Other requirements:	Valid passport and ability to travel internationally when required
Skills:	<p>Technical & Strategic</p> <ul style="list-style-type: none"> • Strong strategic planning, market analysis, and commercial acumen • Ability to synthesize technical concepts into clear value propositions • Experience navigating Arms Control compliance <p>Business Development & Sales</p> <ul style="list-style-type: none"> • Proven track record of generating new business and closing complex defence-related deals • Excellent pipeline development and forecasting capabilities • Strong negotiation, contract management, and stakeholder engagement skills <p>Personal & Interpersonal</p>

	<ul style="list-style-type: none"> • Exceptional communication skills (written and verbal), able to engage with diverse technical and non-technical stakeholders • Strong organizational and time management abilities; able to manage multiple priorities • Self-driven, target-focused, and motivated by commercial success
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3. KEY PERFORMANCE AREAS, WEIGHTS AND TASKS		
Sales & Revenue Growth	40%	<ul style="list-style-type: none"> ➤ Generate and process orders from new and existing customers to achieve annual sales targets. ➤ Build and maintain a consistent monthly value of Status 1 and 2 product sales. ➤ Develop and manage an accurate sales pipeline. ➤ Ensure compliant sales and export processes in line with Arms Control regulations. ➤ Provide strategic input to product direction based on customer and market insights.
Strategic Business Development	30%	<ul style="list-style-type: none"> ➤ Identify and pursue new business opportunities, markets, and growth areas. ➤ Conduct competitive intelligence and analysis to inform commercial strategy. Develop and implement strategic plans to expand market share and revenue. ➤ Collaborate with subsidiary companies to drive partnership and cross-selling opportunities. ➤ Provide DF (direction-finding) technical sales support to the broader sales team.
Customer Relationship Management	20%	<ul style="list-style-type: none"> ➤ Build and maintain long-term client relationships and serve as the main commercial interface. ➤ Conduct regular client engagements, including a minimum of three in-person visits per key customer per year. ➤ Ensure a high level of client satisfaction and act on feedback to improve service delivery. ➤ Balance commercial needs with internal capacity to deliver viable and customer-focused solutions.
Reporting, Administration & Internal Collaboration	10%	<ul style="list-style-type: none"> ➤ Prepare regular reports on business development performance and market insights. ➤ Compile quotations and process purchase orders. ➤ Maintain accurate, up-to-date opportunity information in Salesforce for full pipeline visibility. ➤ Collaborate with Engineering, Finance, Operations, and Executives to ensure successful deal execution.