



Shepherds Friendly is a modern mutual society, offering a variety of adult and children's financial products and services such as ISAs, savings plans, life insurance and income protection. Located in south Manchester in the heart of Cheadle village, the Society has been providing financial security to members for almost 200 years.

Guided by our values of working together, doing the right thing, and making a difference, we are committed to delivering a service which helps our members plan their finances and secure their family's future. In a world of financial complexity, we believe in the power of simplicity.

We are currently recruiting for a **Head of Sales** within the Sales department to join our team of talented individuals.

Purpose of the role:

To drive revenue growth through strategic sales leadership, execution of sales plans, and management of a high-performing team. This role demands strong leadership, commercial acumen, and a proven ability to deliver results in competitive markets.

In this role you will be responsible for:

- **Sales Strategy & Delivery:** Translate corporate objectives into actionable sales plans; achieve growth targets across intermediary distribution. Manage panels, set individual and team targets
- **Member & Intermediary Experience:** Ensure member-first, transparent, and compliant sales processes.
- **Regulatory Compliance & Risk:** Maintain adherence to FCA/PRA regulations, Consumer Duty, GDPR, and internal governance; identify and mitigate sales-related risks.
- **Team Leadership & Culture:** Lead, coach, and develop the Business Development team; foster an ethical, inclusive, high-performance culture.
- **Team Management:** Hold decision-making authority for hiring/releasing staff within sales, and overall management of the team including performance, recognition, and disciplinary matters. Ensure individual and team goals are aligned to company objectives and individuals are taking responsibility for their contribution through monthly reviews, monthly team meetings and weekly kick-starts. Introduce ongoing monitoring through call and meeting observations, deliver coaching and create training plans where relevant.
- **Digital & Data:** Champion CRM, telephony system, marketing automation, and digital tools; ensure data quality, operational efficiency and timely MI for decision-making.
- **Cross-Functional Collaboration:** Partner with Communications, Marketing, Finance, Risk and Innovation to align propositions and campaigns with intermediary and member needs.
- **External Representation:** Promote the Society at industry events and through media publications, such as thought leadership articles; build relationships with intermediaries, networks, and industry bodies, such as IPTF, CI Expert and Women in Protection.
- **Market Development:** Implement CSO's sales strategy to grow and diversify intermediary protection market share while embedding mutual values.
- **Operational Excellence:** Set departmental KPIs; oversee execution of sales strategy; feedback on product/process improvements.

- **Compliance & Consumer Duty:** Support intermediaries in meeting regulatory obligations.
- **Budget Responsibility:** In conjunction with the CSO, manage the Business Development budget, authorise BD expenses, and recommend cost savings and investments (people, tools, campaigns).
- **Product & Proposition Development:** Assist in developing and delivering the Society's product development strategy in conjunction with the Chief Growth Officer and Chief Innovation Officer.
- **Other:** Carry out other such duties and responsibilities as required by your line manager or assigned to you by the Society from time to time. Travel and occasional out-of-hours engagement required; flexible/hybrid working aligned to business needs.

We are looking for someone who has:

- Proven leadership in financial services sales (intermediary-led protection preferred), with a track record of delivering growth ethically and sustainably.
- Strong knowledge of FCA/PRA regulation, Consumer Duty, TCF, GDPR, and financial crime/AML considerations in distribution.
- Experience building and leading high-performing teams; coaching mindset, excellent stakeholder management and communication skills.
- Commercial acumen (budgeting, forecasting, pricing/value discussions) with a member-first perspective.
- Desirable: Professional qualifications (e.g., relevant CII exams/Certs), formal leadership training, and evidence of continued professional development.

Most importantly, we offer:

- Salary: Competitive
- Company Pension Scheme – 8% employer contribution
- Flexible working hours with the option to work from home.
- 25 days annual leave plus bank holidays
- An extra day off for your birthday
- Access to wellbeing support services through Nuffield Health and Health Assured including access to 24/7 online GP, discounted gym membership, mental health support, free eye tests and flu vaccinations.
- Company benefits including life insurance, PMI or healthcare cash plan, four paid well-being days, and various social and charitable events throughout the year including a volunteering day at a charity of your choice.
- Optional benefits including cycle to work scheme, holiday trading, etc.
- 4pm finish on Friday!

If you think this role would be a great fit for you, please submit your CV and cover letter now to careers@shepherdsfriendly.co.uk For further information, please contact 0800526249.

Diversity, Equality and Inclusion

The Society strives to build and nurture an inclusive culture that encourages, supports and celebrates the diverse voices of our people to connect with our members and the communities we serve. We offer a range of family friendly, inclusive employment policies and practices, flexible working arrangements, employee engagement initiatives and office facilities and services to support people from different backgrounds.