**Position description**

**Director - Sales Development**

**Name:** Vacant

## 

## Job Details

At [Company X], we know that the key to growth is a high-performing sales team. That’s why we’re seeking a qualified director for our growing sales development team to build a team of high performing SDRs.

**Reporting to:** Vacancy

**FTE:** 1

## About the company

This job description is from a Sales organization template modelled for a typical midsized enterprise B2B SaaS. (E.g. ~100-125 employees, ~Series B fundraising completion, ~$5-$25M ARR). Job roles and accountabilities are a guide only based on Functionly's org design team experience and research. Salary is a guide only, and intended to be in $AUD, sourced from mean salaries within the $5-$25M ARR band from Think & Grow 2021/22 Australian Startup Salary Guide. USA customers could try use https://topstartups.io/startup-salary-equity-database/ data to find market salary data within different categories. <Replace with your own information>

## Roles and responsibilities

Director - Sales Development -

* Sales Qualification Development
  + Develop initiatives within sales to improve funnel conversion rates and increase the volume of sales qualified leads
  + Co-develop initiatives with marketing to improve funnel conversion rates and increase the volume of marketing qualified leads
  + Lead the daily activities and quota performance management of individual metrics
* Sales Management
  + Direct and coordinate sales-related efforts and activities
  + Manage sales team resources
  + Produce annual budgets and allocate sales dollars across programs
  + Build and coach high-performing SDRs
* Sales Strategy
  + Set sales goals, objectives and KPI targets
  + Plan sales programs and initiatives
  + Evaluate sales program effectiveness based on KPIs and ROI
  + Develop the plan for identifying, nurturing and acquiring new customers and business opportunities

## Accountable metrics

* SDR: Productivity metrics (e.g. # calls/day, # meetings booked/day)
* SDR: Operational efficiency metrics (e.g. email open rates)
* SDR: Total pipeline sourced
* SDR: # of SQLs passed per month
* SDR: Closed won from passed leads

## Compensation guide\*

* $AUD NA

[signature block]

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_

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