**Position description**

**Chief Revenue Officer**

**Name:** Vacant

## 

## Job Details

At [Company X], we count on the executive team to solve complex business problems with creativity and passion, always ready to learn something new. We’re seeking an experienced chief revenue officer (CRO) to join us in this mission, with a focus on strategic planning, product development, marketing, branding, and partnerships. Together with other members of the executive team, the CRO will execute on the corporate strategic plan — focusing on the expansion of customer segments and business partnerships — and ultimately strengthen operations. The CRO will also be instrumental in creating a strategic plan for boosting revenue streams.

**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

Chief Revenue Officer -

* Corporate Planning
  + Develop the corporate plan in relation to revenue generating departments, including the vision, financial objectives, target market, resources and governance structures
  + Develop a portfolio of prioritized strategic initiatives to deliver the corporate plan
  + Monitor performance to plan and make changes to close the gap between current and desired performance
  + Develop corporate key performance indicators and regularly report key metrics to senior management, investors and the board
  + Direct human resource and finance activities to ensure the appropriate allocation of resources
  + Provide direction to the team based on the overall strategic and operational objectives of the revenue organization
* Strategic Opportunity Identification
  + Design and implement organic and inorganic go-to-market strategies
  + Identify growth opportunities across geographies, customers, offerings and vertical stages
* Revenue Leadership
  + Manage the global sales team to drive business growth across all customer segments, and share responsibility with the marketing department for improving strategy and customer experience
  + Build and foster teams and leaders that are committed to our culture of innovation
  + Remain well-connected with customers to ensure that their needs are being factored into the product development and enhancement cycles
  + Collaborate with the finance, product management, and marketing teams on messaging, pricing strategies, and business models for achieving revenue goals
  + Monitor the revenue pipeline and leads, adjusting as necessary for sustainable growth
  + Participate in complex and/or highly valuable or strategic contract negotiations

## Accountable metrics

* CRO: Pipeline Metrics (Length of Sales Cycle, conversion, etc)
* CRO: ASP or ACV, Booked Rev, ARR
* CRO: Net $ Margin
* CRO: Pipeline Metrics (Length of Sales Cycle, conversion, etc)

## Compensation guide\*

* $AUD 198,000 (base only)

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

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

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