

Sales Director

Location: National Role

Employment Type: Full Time

Shape the national sales strategy & build a high-performing team for lasting customer impact with a large lifting equipment company.

- Join a company with global resources, national support, and local focus.
- Base location is flexible: our priority is your skills and experience.

CERTEX Lifting and our affiliated Australian companies supply lifting equipment, steel wire rope, height safety, and other lifting solutions, alongside connected services including testing, maintenance, assembly, and hire of lifting products for industrial applications in a wide range of industries. With over 18 Australian sites across 5 brands, we are one of Australia's largest providers of lifting equipment solutions, with a far-sighted focus on sustainable growth.

The role

This is a senior leadership role where your ability to combine strategic vision with hands-on execution will directly impact our growth and market presence.

As Sales Director, you will be responsible for:

- Developing and executing strategies to expand market share, strengthen customer relationships, and deliver revenue growth.
- Leading, mentoring, and developing a skilled national sales team, ensuring alignment with company values and customer satisfaction.
- Collaborating with senior leaders across Operations, Marketing, and Supply Chain to deliver end-to-end solutions for our customers.
- Driving sales performance through effective planning, data-driven decision-making, and CRM utilisation.
- Representing us at industry events and promoting our products and services.

What we are looking for - Must Haves

- Executive or corporate-level sales leadership experience in technical or industrial B2B environments.
- Strong track record in developing and delivering sales strategies that achieve revenue and margin targets.
- Demonstrated ability to drive both strategic and tactical execution.
- Experience leading high-performing teams across multiple locations.
- Excellent communication, negotiation, and relationship-building skills.
- CRM proficiency and confidence working with data to inform decisions.
- Willingness to travel nationally (at least bi-monthly/quarterly, or more as required).
- Prepared to be available after hours when required to support national and international business communication and activities.
- A valid driver's licence.
- Willing to undergo a pre-employment medical, including drug and alcohol screening.
- The legal right to work in Australia on a full time, permanent basis.

What we are looking for – Nice to Have

- Experience in an industry related to rigging, lifting, or height safety.
- Experience with Microsoft Dynamics Business Central ERP.
- Experience utilising data visualisation tools (e.g. Power BI).
- Understanding of the ISO framework and the role of leaders in supporting and maintaining compliance.
- Knowledge of, and the ability to interpret and apply relevant Australian Standards and other government and industry standards.

Who we are looking for

- You know how to make things happen – you are adaptable and able to find solutions.
- You are far-sighted – understanding the impact of your actions on the future and acting to prevent future issues.

- You are good to work with – considerate, professional, and courteous towards others.
- You have a customer-focused, entrepreneurial mindset, with the ability to identify opportunities and deliver solutions.
- You are willing and able to develop and implement programs to develop sales capability within the team.
- You are goal-oriented, able to work autonomously and self-manage time to meet outcomes.
- You are adept at working effectively and cooperatively with cross-functional teams.
- You are interested in continuous learning and adept at applying learned knowledge.

How to apply

If you believe you have what we are looking for and want to be part of the team, [apply online now.](#)