

Senior Leadership Team Framework for a SME

1. Structure and Roles

Job Title/s:

General Manager / Managing Director / Chief Executive Officer

Role:

Visionary and strategic leader responsible for overall business direction and performance.

Key Responsibilities:

1. Setting and communicating the company's vision and strategy.
2. Ensuring alignment of all departments with the strategic goals.
3. Building and maintaining relationships with stakeholders (investors, partners, key clients).

Job Title/s:

Head of Operations / Operations Director / Chief Operating Officer

Role:

Oversees day-to-day operations to ensure the business runs efficiently.

Key Responsibilities:

1. Managing operational processes and optimizing efficiencies.
2. Overseeing HR, IT, and administrative functions.
3. Implementing strategic initiatives and ensuring operational alignment with company goals.

Job Title/s:

Head of Finance / Finance Controller / Finance Director / Chief Financial Officer

Role:

Financial steward responsible for managing the company's financial actions.

Key Responsibilities:

1. Financial planning, budgeting, and forecasting.
2. Managing financial risks and ensuring regulatory compliance.
3. Overseeing accounting, treasury, and investor relations.

Job Title/s:

Head of Marketing / Marketing Director / Chief Marketing Officer

Role:

Develops and implements marketing strategies to drive business growth.

Key Responsibilities:

1. Crafting the brand strategy and marketing plan.
2. Managing digital marketing, advertising, and public relations.
3. Analysing market trends and customer needs to adjust strategies.



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Job Title/s:

Head of Sales / Sales Director / Chief Sales Officer

Role:

Drives sales strategy and revenue generation.

Key Responsibilities:

1. Setting sales targets and developing sales plans.
2. Leading and motivating the sales team.
3. Identifying new market opportunities and customer segments.

Job Title/s:

Head of IT / IT Director / Chief Technology Officer

Role:

Oversees the technological direction and innovation of the company.

Key Responsibilities:

1. Managing IT infrastructure and systems.
2. Leading the development and implementation of new technologies.
3. Ensuring cybersecurity and data protection.

Job Title/s:

Head of HR / HR Director / Chief Human Resources Officer

Role:

Manages all aspects of the human resources function.

Key Responsibilities:

1. Developing HR policies and procedures.
2. Talent acquisition, retention, and development.
3. Ensuring a positive organizational culture and employee engagement.

2. Communication and Collaboration

- **Regular Meetings:** Weekly leadership meetings to discuss progress, challenges, and strategic initiatives.
- **Cross-functional Teams:** Create project teams with members from different departments to tackle major initiatives.
- **Transparent Communication:** Use collaboration tools (e.g., Slack, Microsoft Teams) for real-time updates and information sharing.

3. Decision-Making Process

- **Data-Driven Decisions:** Utilize data analytics and KPIs to inform decision-making.
- **Consensus Building:** Encourage input from all team members to build consensus and ensure diverse perspectives.
- **Agility:** Be prepared to make quick decisions, when necessary, especially in response to market changes.



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4. Performance Management

- **Goal Setting:** Set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals for each department.
- **Regular Reviews:** Conduct quarterly performance reviews to track progress and adjust strategies.
- **Feedback Mechanism:** Implement a 360-degree feedback system to provide constructive feedback and identify areas for improvement.

5. Leadership Development

- **Training Programs:** Offer leadership development programs and continuous learning opportunities.
- **Succession Planning:** Identify and develop potential leaders within the organization to ensure continuity.
- **Mentorship:** Establish mentorship programs to guide emerging leaders.

6. Culture and Values

- **Core Values:** Define and promote core values that align with the company's mission and vision.
- **Employee Engagement:** Foster a culture of collaboration, innovation, and inclusion.
- **Recognition and Rewards:** Implement recognition programs to reward outstanding performance and contributions.

7. Risk Management

- **Identify Risks:** Regularly assess potential risks (financial, operational, strategic, etc.).
- **Mitigation Strategies:** Develop and implement risk mitigation plans.
- **Crisis Management:** Have a crisis management plan in place to respond to unforeseen events effectively.

8. Innovation and Growth

- **R&D Investment:** Allocate resources for research and development to drive innovation.
- **Market Analysis:** Continuously analyse market trends and competitor strategies.
- **Scalability:** Develop scalable processes and systems to support growth.



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