



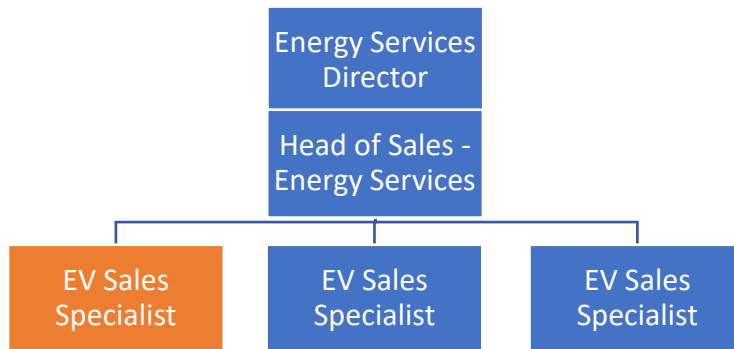
Job Description

Job Title: EV Sales Specialist	Job Code: CSD010-4
Department: Energy Services	Career Level: 4
Reports to: Head of Sales – Energy Services	Number of Post Holders: 1
Location: Field Based/Flexible	Date updated: September 2026

Purpose:

Drive profitable growth of Drax's EV charging business by generating and converting qualified opportunities, building strong customer relationships, and delivering sales targets through disciplined pipeline management and commercial excellence.

Organisation Chart:



Dimensions:

Breadth of main activities: 2+ years' experience across the end-to-end B2B sales cycle, including prospecting, qualification, solution development, commercial negotiation, pipeline management and conversion.

Key Accountabilities:

- **Prospect and qualify target EV charging customers and opportunities:** Build a strong, prioritised pipeline of commercially viable opportunities aligned with Drax's proposition, target sectors and sales plan.
- **Sell and convert qualified EV charging solutions:** Deliver purchase orders, revenue and gross margin by progressing opportunities with clear customer value, commercial discipline and urgency.
- **Manage sales targets, KPIs and CRM data:** Maintain accurate performance visibility across activity, pipeline movement, forecast confidence, quote turnaround, win rate and margin, enabling early action where required.
- **Influence customers and internal decision-makers:** Build trusted relationships with fleet, facilities, procurement, energy and senior stakeholders to remove barriers, progress decisions and secure profitable outcomes.
- **Collaborate with Sales Support, Assets, Commercial and Product teams:** Deliver accurate and timely proposals, pricing, designs and handovers that meet customer expectations and operational delivery requirements.
- **Promote Drax's EV charging proposition and market credibility:** Represent Drax professionally in customer meetings, tenders, industry events and market engagement, positioning the business as a credible EV charging partner.

- **Learn from win/loss analysis and market feedback:** Use customer feedback, competitor insight and sales performance data to improve conversion, proposition strength and future pipeline quality.

Our [values and behaviours](#) are our unifying beliefs and actions that guide us to do the right thing, always. It's not just what you do, it's how you do it too.

Knowledge, Skills and Experience required:

Essential Skills and Attributes

- Proven B2B sales experience in EV charging, energy, fleet, infrastructure, construction, technology or a related consultative sales environment.
- Demonstrable record of achieving or exceeding sales targets, including revenue, margin, pipeline generation and customer conversion metrics.
- Strong commercial acumen with the ability to qualify opportunities, manage forecast confidence, protect margin and prioritise effort against likely value and conversion.
- Self-motivated, resilient and results-focused, with the ability to work independently while collaborating effectively across a specialist EV team.

High Risk Categories / Fit & Proper

From the list below select all categories that apply to the role so that the level of risk can be assessed and recorded and appropriate interventions applied (e.g. DBS checks, financial checks, relevant training provided etc.)

- | | | |
|----|--|--------------------------|
| 1 | Work in schools or with vulnerable people (e.g. customer properties) | ☐ |
| 2 | Access to or edit rights to highly sensitive commercial information or personal data | ☐ |
| 3 | Director or Officer appointed to a Drax legal entity | ☐ |
| 4 | Role with Power of Attorneys in place | ☐ |
| 5 | Access to a company credit card (excl T&E card) | ☐ |
| 6 | Responsible to set up and maintenance of 3rd Party relationship | ☐ |
| 7 | Senior roles at Career Level 3 or above (excl US & Canada Pellet Operations roles) | ☐ |
| 8 | Roles interacting with people of influence (e.g. Government) | ☐ |
| 9 | Traders in Commercial or Treasury team | ☐ |
| 10 | Falls within scope of Fit and Proper policy | ☐ |

Line Manager Signature:

HRBP Signature:

Date: