

## Job Description

**Role:** Business Development Manager  
**Location:** Hybrid - Midlands  
**Salary:** £40,000 - £50,000 per annum

## About Amthal

Amthal Group is a newly formed independently owned group of established businesses who design, install, maintain, and monitor electronic life safety and security systems.


Amthal Fire & Security ( AFS ) established 2000 operate from St Albans in Hertfordshire with current sales of £5.5m and 65 team members. Integrated Protection Maintenance Services ( IPL ) established 2005 operate from Coleshill in Birmingham with current sales of £1.9m and 14 team members. The combined vision of the group is to scale a sustainable and dynamic group of businesses through continuous investment & development in its people.


With ambition to achieve revenue of £12m by 2026 and a mission to provide compliant protection, unrivalled customer experience and professional service. Committed to achieving operational excellence, through empowering and developing, exceptional talent, to maintain our friendly and supportive environment.


## Why we think you would love to work with us


At Amthal, we aim to invest and empower you to continue our mission of being one of the nation's trusted commercial fire and security partners whilst maintaining our friendly and supportive culture.


Join our team where your dedication and integrity will be recognised with opportunity and progression whilst ensuring a healthy work life balance. Our success lies in creating a working environment where every individual is motivated to work together and exceed the expectations of our customers. We value our people and will support you to deliver on all aspects of our business with integrity and dedication.

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Team member benefits include;

- 9 day working fortnight
- Continuous professional development
- Wellness & Employee Assistance Programme (EAP)
- YuLife – The #1 rated benefits programme
- Death in service insurance
- Salary sacrifice pension scheme
- Quarterly one-to-one check-ins with your line manager
- 25 days' holiday, plus Bank Holidays, increasing to 35 days (1 day extra per annum to 30 days and a further 5 days after 10 years)
- A company culture that promotes work life balance
- Access to mental health care support
- Team member of the month recognising outstanding contribution
- Annual company day to share successes and strategic plans
- EV or Hybrid company car scheme


## About you


You will have a proven track record in business development within the fire and security industry, both designing and pricing integrated fire and security systems. You will have a background of in developing new and existing client relationships with exceptional management and support to allow you to build your pipeline and achieve annual sales in excess of £500,000 per annum.


All aspects of the role must be performed in line with the business's values to realise our vision by providing unrivalled customer experience and professional service to our clients. The position requires high levels of self-motivation, organisation and must be performed with integrity and dedication. In return we are committed to empowering and developing exceptional talent, maintaining our friendly and supportive environment to ensure we get it right first time every time.


## About the role


Reporting directly to the Group Sales Director the role is to develop, manage & convert on your own sales pipeline working within unrestricted area's or industries to contribute to the sales team in delivering our Group sales targets. The position requires a high level of self motivation, exceptional organisational and communication skills.

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**Market Research & Analysis:** Research and analyse market trends, customer needs, and competitive landscape to identify new business opportunities. Work closely with the Group Sales Director to define and segment target markets to focus business development efforts on.

**Client Acquisition & Relationship Management:** Generate leads through networking, referrals, previous relationships and digital marketing efforts. Conduct meetings and presentations to potential clients to explain services, answer questions, and address concerns.


**Product & Service Development:** Collect feedback from clients and the market to inform product and service improvements to the Group Sales Director to help support our business strategy. Collaborate with sales team to design and introduce new fire and security solutions inline with our strategy.


**Compliance & Risk Management:** Stay informed about industry regulations, standards, and best practices to ensure compliance. Identify and mitigate risks associated with new business ventures and partnerships.


**Reporting & Analytics:** Track and analyse key performance indicators (KPIs) to measure the effectiveness of your business development. Prepare regular reports on business development activities, progress, and outcomes for senior management.


**Customer Satisfaction & Retention:** Ensure high levels of customer satisfaction by addressing client issues and providing exceptional service.


**Design & Quotations:** Complete site surveys to design fire and security systems utilising our SaaS based business management system. Present these proposals using our company set templates and guidelines as well as within the timeframe requirements of the customer. Manage your pipeline by following up quotations, negotiating and successfully delivering on outstanding opportunities.

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### About the process

1. Please apply by uploading your CV via our careers page - [Apply now](#)
2. The next step is an informal phone call with one of the team to check in with and confirm that you've read the job description and are a great skill fit.
3. You will then receive a telephone interview from the Group Sales Director to check you meet the skills requirement for the role along with sharing our values.
4. On success of your telephone interview, you will then be invited to a face-to-face interview at our offices with the group Sales Director alongside another senior team member for a more formal interview process.
5. We will call you to tell you you're successful before putting the offer in writing and beginning to carry out the usual security vetting and checks as required to work in our industry.

