

Job Description

Role: Business Development Manager
Location: Hybrid – St Albans, Hertfordshire
Salary: £35,000 - £45,000 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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Registered office: 1 Executive Park, Hatfield Road,
St Albans, Herts, AL1 4TA

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FIRE & SECURITY

IPL
MAINTENANCE
SERVICES


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 are a driven and strategic sales professional with a talent for building lasting relationships and securing high-value service contracts. With a strong commercial mindset, you thrive on identifying new business opportunities and converting them into long-term recurring revenue. You take ownership of your regional pipeline, confidently navigating both public and private sector clients. From initial contact through to contract mobilisation, you manage the full sales cycle with precision and professionalism. Networking comes naturally to you, and you're passionate about representing a trusted brand known for quality and reliability. You're organised, proactive, and aligned with our values—committed to delivering excellence in every interaction.

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.

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About the role

Reporting directly to the Group Head of Sales as a Business Development Manager, you will play a pivotal role in driving strategic growth through the creation of long term, trusting relationships with new customers, focusing on new service contracts across all disciplines. Target to be 80% focused on contract sales and 20% project sales. By promoting our high-quality products and brand awareness to potential clients you will be targeted on securing new recurring revenue from sourcing to the mobilisation of the contract—all while consistently demonstrating our core company values. The position requires a high level of self motivation, exceptional organisational and communication skills.

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


Business Development: The strategic pursuit of new revenue through identifying, targeting, and converting prospective clients into long-term customers. It involves proactively uncovering opportunities, building relationships from initial contact, and securing high-value contracts through effective pitching, negotiation, and closing. Success relies on a commercially focused mindset, disciplined pipeline management, and a relentless drive to generate sustainable growth across defined markets.


Sales Process Management: Deliver tailored service proposals aligned with commercial and operational needs. Negotiate and close contracts to meet revenue and margin targets. Manage the full sales cycle from lead generation to contract mobilisation. Maximise opportunities for cross-selling within the group.


Pipeline & CRM Management: Maintain an accurate and up-to-date sales pipeline within your region. Use CRM systems effectively to forecast and track sales activity and opportunities. Provide regular updates on pipeline performance to internal stakeholders.


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.

Design & Quotations: A small proportion of time spent on 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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Internal Collaboration and Contract Mobilisation: Organise smooth handovers to operational teams to ensure successful delivery. Collaborate with internal departments to ensure a cohesive approach to contract implementation. Work closely with operational teams to understand service delivery capabilities and constraints. Leverage internal networks to identify leads and support client needs. Contribute to group-wide strategic initiatives and knowledge sharing.


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 Head of Sales 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 Head of Sales 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.

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