

## Job Description

**Role:** Key Account Manager  
**Location:** Hybrid – St Albans  
**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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St Albans, Herts, AL1 4TA

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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 Account Management within the fire and security industry, both managing new and existing relationships to designing and pricing integrated fire and security systems. Ability to demonstrate professional use of systems with accurate data entry and reporting. Frequently supporting team members with timely and dependable collaboration.


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 as a Key Account Manager, you will play a pivotal role in driving strategic growth by managing and developing long-term relationships with key clients. You'll be responsible for maximising revenue within existing accounts, securing contract renewals, and identifying new sales opportunities. By promoting our high-quality products and services and maintaining strong operational standards, you will enhance client satisfaction and support the continued success of the business—all while consistently demonstrating our core company values. 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 Head of Sales and the Marketing Team to define and segment target markets to focus business development efforts on.

**Account Management:** Ability to build and maintain strong, long-term client relationships, with a commercial mindset focused on identifying and maximising revenue opportunities within existing accounts. You will be skilled in upselling, cross-selling, and negotiating contract renewals, while confidently acting as the key liaison between the client and the business. You must be highly organised, capable of managing multiple accounts simultaneously, and demonstrate a strategic approach to achieving both customer and business objectives.


**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:** 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.


**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.

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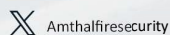
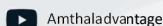
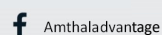
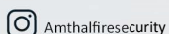
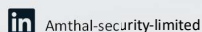
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## About the process

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 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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