

## Job Description

**Role:** Business Development Manager - South  
**Location:** Hybrid - St Albans, Hertfordshire  
**Salary:** £35,000 - £45,000 per annum  
(up to £70,000 OTE)

### **About Amthal:**

We are one of the nation's trusted life safety and security partners. Our mission is to design, install, maintain & monitor electronic life safety and security systems to a level of best-in-class compliance. We do this whilst providing an unrivalled customer experience and professional service.

With over 25 years of trading, we have a well-established presence in the industry.

Our vision is to scale a sustainable business through the continuous development and investment in our people; and this is where we need you...

### **About the role:**

The Business Development Manager is a key role within the group and is vital to our growth strategy. The role reports to the Group Sales Director and will contribute to Group strategic growth through the creation of long-term, trusting relationships with new accounts and revenue streams for all Fire & Security disciplines. Through maximising all networking opportunities, you will increase brand awareness and promote high calibre of products and service we provide to our customers.

### **Person Specification:**

You will be a highly motivated self-starter with exceptional organisation and communication skills.

### **Key Competencies:**

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

### **Business Development:**

The strategic pursuit of new revenue through identifying, targeting and converting prospective customers 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 sales 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 Management:**

Maintain an accurate and up to date sales pipeline within your geographic area. Use Simpro 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 activities, progress and outcomes for senior management.

**Design & Quotations:**

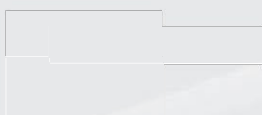
A proportion of time spent on site surveys to design fire and security systems, utilising our business management system. Present proposals inline with Company branding templates, whilst ensuring the customer's requirements regarding timeframes are met. Effectively manage pipeline by seeing through quotations, negotiating and successfully delivering on open opportunities.

**About you:**

You are a driven and strategic sales professional who builds lasting relationships whilst 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 will take ownership of your pipeline and, confidently navigating both public and private sector customers. From initial contact through to contract mobilisation, you manage the full sales cycle with precision and professionalism. Networking comes naturally to you, and you are passionate about representing a trusted brand known for quality and reliability.

You are organised, proactive and embody our values, you are committed to delivering excellence in every interaction.

You will have proven experience working within the fire and security industry, with a strong track record of selling both installation projects and ongoing service and maintenance contracts. You will demonstrate the ability to identify new business opportunities, manage the full sales cycle and build long term client relationships. In addition, you will possess strong account management skills, with the ability to nurture existing accounts, upsell and cross-sell services and ensure high levels of customer satisfaction through proactive communication and relationship management.



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

Our mission to scale our business is driven through the organic growth of our people. We achieve this by offering a supportive and flexible working environment where continuous investment and development will enable you to thrive.

Join our team where your dedication and integrity will be recognised with opportunity and progression. Our success lies in creating a working environment where every individual is motivated to work collaboratively exceeding 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.

## What we offer:

- A commitment to work life balance including a 9/10 day working fortnight
- 25 days' holiday, plus Bank Holidays, increasing to 35 days (1 extra day per annum, up to 30 days and an additional 5 days after 10 years' service)
- Salary sacrifice pension scheme
- Death in service insurance (x3 base salary)
- Wellness & Employee Assistance Programme (EAP)
- 24-hour GP and mental health care support
- Continuous Professional Development - Amthal Academy & Fast Track programmes
- Quarterly development check-ins with your line manager
- A culture of recognition, including team member of the month award
- Annual company conference day to share strategic plans & celebrate success

## Our selection process:

1. Please apply by uploading your CV via our careers page: Apply Now [Business Development Manager | Job Vacancy | Amthal](#)
2. A Teams interview with our Sales Director to ensure that there is a skills & values match
3. Following a successful Teams interview, you will be invited to a face-to-face interview at our St Albans HQ with the Sales Director alongside another senior team member for a more formal interview process and presentation
4. We will call you to confirm the outcome. If you are successful, we will send a written offer and commence the usual security vetting & checks required in our industry.

*We are committed to equality of opportunity and applications are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.*

