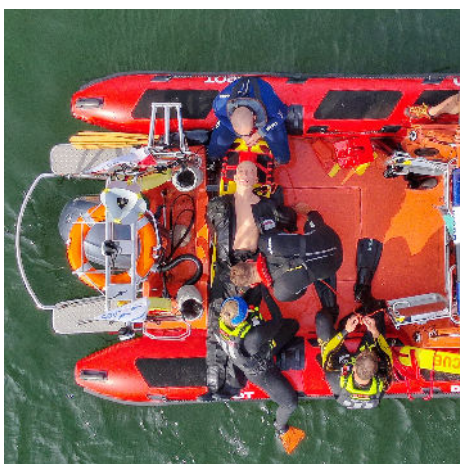




FOR PROFESSIONALS WHO SAVE LIVES

JOIN AN AWARD WINNING TEAM

Senior Sales Administrator



SENIOR SALES ADMINISTRATOR

SALARY: £27,000 - and performance-related bonus

As a proud member of the Protect Medical Group, Ruth Lee Ltd is a global leader in providing high-quality training manikins and rescue equipment. We support professional and volunteer emergency services in over 50 countries, including Fire and Rescue Services, Paramedics, Defence sectors, and more. Our customers are true heroes — and we're proud to help them train to save lives.

A business is only as strong as its people. At Ruth Lee, we're fortunate to have a passionate, committed team who thrive in a workplace that is inclusive, collaborative, and supportive. We offer a range of lifestyle and wellbeing benefits to support our team both in and out of work.

Based in beautiful North Wales, we operate globally and have earned national recognition — including the Queen's Award for Enterprise: International Trade in 2020 and the King's Award for Enterprise: Innovation in 2024. Innovation and impact are at our core.

We're also committed to giving back. Our three social responsibility projects span local, national, and international communities, with all staff encouraged to take part and suggest new ideas.

As part of the wider Protect Medical Group — alongside PAX and Spencer — we offer an extensive portfolio of life-saving products for the rescue and pre-hospital emergency sectors.

- PAX-Bags, based in South Wales and Northern Germany, manufactures world-class emergency response bags, trusted by NHS Ambulance Services, critical care teams, and rescue organisations globally.
- Spencer, based in Italy, has delivered innovative emergency medical solutions for over 35 years — supporting ambulance services, EMS professionals, rescue teams, and funeral providers worldwide.

Together, Ruth Lee, PAX, and Spencer form a powerful partnership — united in our mission to support those who save lives.

ROLE

As a Senior Sales Administrator you will focus predominantly on maintaining and developing existing customer relationships in the UK and selected export markets, through building knowledge and understanding of the market, Ruth Lee and Pax products, business operation and CRM system.

JOB REQUIREMENTS/SKILLS

This role forms a valued part of our sales team.
Your duties will include:

- Handling Requests for Quotes (RFQs), processing UK and European quotes and orders for both Ruth Lee and PAX.
- Handle Customer Enquiries and provide product support for both Ruth Lee and PAX via email and phone in a professional, timely and knowledgeable manner.
- Maintaining customer contacts and relevant insights on the CRM system.
- Helping to grow sales and improve lead conversion in the UK and selected export markets using proactive customer contact and follow up strategies on quotations/orders.
- Supporting the wider customer service team for both Ruth Lee and PAX as and when required including during holiday and absence periods.
- Possibility of attending some exhibitions and events to support the external sales and marketing team.
- Processing orders and quotations, following up with customers as appropriate.
- UK Invoicing, Logistics and organising deliveries to UK and Export customers.
- Contributing to the company data reporting system.
- Helping to grow sales and improve lead conversion in the UK and selected export markets using proactive customer contact and follow up strategies on quotations/orders.
- Work closely with teams across PAX UK/ Germany, and senior leadership, as well as with Spencer and PMH, to ensure effective collaboration.

OTHER REQUIREMENTS

We are looking for a self-assured, confident communicator who is sociable, resilient, and process driven, who has the following:

- Valid driving license.
- Experience using a CRM system.
- Experience gained within a sales administrator role.
- Experience of responding to RFQs and following through to conversion.
- Ability to deliver (and passionate about delivering) excellent customer service.
- Ambition to develop their career with us.

THE PACKAGE

Working mainly from Ruth Lee's Head Office in Glyndyfrdwy, Corwen, but with some degree of flexibility to work from home you will benefit from;

- Permanent contract.
- £27,000 + performance-related bonus.
- Working Monday to Thursday 9am to 5pm and Friday 9am – 3pm with hybrid working a consideration.
- Employee Assistance Programme.
- Group life insurance cover (3 times annual salary)
- Training and development opportunities

TO APPLY

Send a copy of your CV/resume and a cover letter outlining your interest in the role to Joanne Coakley-Jones via email:

Joanne@ruthlee.co.uk

OUR VALUES

Good housekeeping – always working within our means, carefully calculating the risks required to safely grow our business. Sharing the benefits of successes when they come along.

Loving what we do – genuine care for customers, staff, distributors and suppliers – they are part of our service too.

Learning and progression – listening and involving others, investing in growing the capability of our people. Innovating to constantly improve what we do.

Being dependable – function over fashion. High quality products and enduring relationships. Everything we do is built to last. Doing what we say we will.

Committed to our communities – our business was bred in the Corwen area of Wales and we are committed to this base. Our network of suppliers and customers extend around the world and we are fully committed to that community too.

Purposeful – doing work that makes a positive difference; ultimately the end product of our work is helping others to save lives and care for people.

WHY WE WORKING HERE

FAIR PAY

Ruth Lee Ltd offer a competitive basic salary for both office and factory staff, which is benchmarked regularly to remain competitive.

BONUS

There is a company-wide bonus scheme, which is specific to your job function. Details of a specific bonus scheme will be discussed at interview.

HOLIDAY ALLOWANCE

All employees receive paid Holiday Allowance, plus Bank Holidays. We have a Christmas shutdown and request 5 days are reserved to cover this period.

FLEXIBLE WORKING

We can offer a range of flexible working solutions where needed, including part-time and job sharing.

PENSION

Staff are automatically enrolled onto our Pension Scheme which is managed by the People's Pension.

FREE PARKING

If you've ever lived and worked in the city – the prospect of ample free parking on site will no doubt be a big plus point! The fact that it just happens to be in a beautiful landscape is a bonus!

TRAINING, DEVELOPMENT AND PROGRESSION

All staff complete induction training when they join Ruth Lee Ltd. This is tailored to your specific job role.

Bi-annual appraisals let you keep track of your progress within your role and we offer opportunities for professional development when possible.

We are also keen to offer progression opportunities for those who want to help the business grow. For ambitious individuals, Ruth Lee Ltd offers you a chance to thrive!

SOCIALLY RESPONSIBLE

We are committed to helping the communities we serve and maintain three social commitment projects at a local, national and international level. All staff are welcome and encouraged to be part of these and to suggest ideas for various projects we can support.

WE ARE AWARD WINNERS

Since 2018 we have achieved many awards for export and innovation including The Queen's Award for Enterprise: International Trade in 2020 and The King's Award for Enterprise: Innovation in 2024.