



UK BUSINESS DEVELOPMENT MANAGER

PROTECT MEDICAL GROUP



UK BUSINESS DEVELOPMENT MANAGER - PMH

SALARY: £45-50,000 depending on experience plus performance-related bonus

Protect Medical Group is an international group of companies dedicated to supporting those who save lives. Through our market-leading brands we design, manufacture, and supply innovative products for emergency services, healthcare, defence, and rescue professionals across the globe. Together, we serve customers in more than 100 countries, providing trusted solutions that help prepare responders for the moments that matter most.

Our success is built on our people. Across the Group, we foster a culture that is collaborative, ambitious, and supportive, where individuals are encouraged to grow, share ideas, and make a meaningful impact. We recognise that a great workplace goes beyond the job itself, offering a range of wellbeing and lifestyle benefits that support our colleagues both professionally and personally.

With manufacturing and operational sites across the UK, Germany, The US, Spain and Italy, Protect Medical Group combines the strength of internationally recognised brands with the agility and innovation of specialist businesses. Together, we are committed to delivering high-quality products, exceptional customer service, and continuous innovation that helps shape the future of emergency care and rescue.

As a UK Business Development Manager, you will play a key role in driving growth across our portfolio of market-leading brands. Working closely with customers, distribution partners, and colleagues across the Group, you will identify new opportunities, strengthen existing relationships, and help expand our presence within the emergency services, defence, healthcare, and rescue sectors. This is an exciting opportunity to join a growing international organisation where your contribution will directly support our mission of equipping those who protect and save lives.

THE ROLE

This is a customer-facing role requiring regular travel within the assigned territory. The successful candidates will be responsible for identifying new business opportunities, managing the sales pipeline, conducting customer meetings, and delivering revenue growth against agreed targets.

The role will involve both direct sales activity and the identification, management, and submission of public sector tender opportunities, helping to secure long-term contracts and framework agreements.

It is an exciting time to join the team, where you will be representing prominent brands within the Protect Medical Group of companies, and serving a wide variety of public and private sector customers that genuinely make a positive contribution to the safety of our communities.

KEY RESPONSIBILITIES

- Develop and execute a territory sales plan to achieve revenue and growth targets.
- Identify, prospect, and secure new business opportunities.
- Build and maintain strong relationships with existing customers.
- Conduct face-to-face customer meetings, presentations, and product demonstrations.
- Represent the Group at Trade Shows and Conferences across the UK with potential for international travel too.
- Manage the full sales cycle from lead generation through to contract negotiation and close.
- Maintain accurate sales activity and pipeline information within the CRM system.
- Work closely with internal teams to ensure excellent customer experience and service delivery.
- Monitor competitor activity and market trends.
- Prepare sales forecasts and regular performance reports.
- Identify and pursue opportunities within public sector organisations, including local authorities, healthcare providers, educational institutions, and other government-funded bodies.
- Monitor relevant procurement portals and frameworks for tender opportunities.
- Coordinate and contribute to the preparation, submission, and management of public sector tenders, proposals, and framework applications.
- Work closely with internal stakeholders to gather information required for tender responses and ensure submissions are compliant, accurate, and delivered on time.

- Build relationships with procurement teams, commissioners, and key decision-makers across public sector organisations.
- Maintain an understanding of public procurement regulations, framework agreements, and tendering best practices.

CANDIDATE PROFILE

ESSENTIAL:

- Proven experience in a field sales, business development, or account management role.
- Strong track record of achieving or exceeding sales targets.
- Excellent communication, presentation, and negotiation skills.
- Ability to build relationships with decision-makers at all levels.
- Self-motivated, organised, and commercially focused.
- Full UK driving licence.
- Valid passport.

DESIRABLE

- Experience within the emergency services, rescue and /or military sectors
- Knowledge of CRM systems such as Salesforce, Access, Sugar, SAP, HubSpot, or similar.
- Experience managing a sales territory independently.
- Experience selling into the public sector.
- Experience managing or supporting tender submissions and procurement processes.
- Understanding of public procurement frameworks and competitive tendering procedures.
- Strong attention to detail with the ability to manage multiple deadlines and bid requirements simultaneously.

THE PACKAGE

Working remotely, but with flexibility for regular travel across your territory and frequent visits to Group sites including Ruth Lee's HQ in North Wales and PAX's office in South Wales; the package includes:

- Competitive salary and a structured bonus structure
- Company car
- Pension scheme
- Permanent contract
- Employee Assistance Programme.
- Life Insurance cover (3 times annual salary)
- Training and development opportunities
- Opportunity to join a growing and ambitious business.

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

