



# Where Talent meets Opportunity: Join our Team

**Job Title: Business Development Manager**

**Location:**

**Salary:**

**Hours:**

PEACE OF MIND  
SINCE  
**1972**

## Company Overview:

At Pointer, we don't just offer jobs—we build careers. With over 50 years of excellence in electronic fire & security and fire detection, we are a dynamic, values-driven company that thrives on passion, respect, integrity, delivery, and expertise. Our mission is to build a robust, resilient, sustainable, and successful business that supports our customers and colleagues through good times and bad.

Our 200-strong team across the UK is the heart of our success, contributing to our £24 million annual revenue and delivering outstanding service to some of the UK's top blue-chip companies. Many of our colleagues have grown with us, thanks to our well-established apprenticeship program and a culture that nurtures long-term career development.

What sets us apart? Our people-first approach. We foster an environment where every individual is valued, supported, and empowered to succeed. As an Investors in People Gold-accredited employer, we are committed to achieving Platinum status, ensuring our people have the tools, training, and opportunities to thrive.

At Pointer, you'll be more than just a colleague —you'll be part of a team that delivers with expertise, acts with integrity, and shares a passion for making a difference. If you're looking for a place to grow, innovate, and be valued, we'd love to hear from you.

---

## Job Summary:

Pointer Ltd is looking for a highly driven and strategic Business Development Manager to join our team. This key role is responsible for identifying new business opportunities, building strong client relationships, and driving revenue growth. Operating in a fast-paced, target-driven environment, the Business Development Manager will work closely with internal teams to develop and implement growth strategies that align with the company's objectives.

As a Business Development Manager, you will be responsible for generating leads, negotiating contracts, and expanding the company's market presence. The role requires a proactive approach, strong commercial acumen, and excellent communication skills. You will play a vital role in shaping the future of the business, ensuring long-term success and profitability.

---

## Key Responsibilities:

- Identify and develop new business opportunities to drive company growth.
- Build and maintain strong relationships with potential and existing clients.
- Develop and implement strategic sales and business development plans.
- Conduct market research to identify trends, competitor activities, and customer needs.
- Lead the sales process from prospecting to closing deals, including contract negotiation.
- Collaborate with internal teams, including marketing and operations, to support business growth.
- Attend industry events, networking functions, and trade shows to expand market reach.
- Monitor sales performance, analyse data, and report on key business metrics.
- Ensure customer satisfaction and retention by providing exceptional service.
- Contribute to continuous improvement initiatives to enhance sales processes.

---

## Qualifications and Skills:

- Proven experience in business development, sales, or a similar commercial role.
- Strong ability to identify new opportunities and convert leads into long-term clients.
- Excellent negotiation and persuasion skills.
- Strong commercial awareness and market knowledge.

**Coventry | Washington | Glasgow | Inverness | Leeds | Lee-On-The-Solent**

Pointer Limited | Registered in Scotland no. 47359 | VAT registration no. 276 7523 68

Registered office: 65 North Wallace Street, Glasgow, G4 0DT



- Ability to build and maintain professional relationships at all levels.
- Excellent communication and presentation skills.
- Highly organised with strong time management and multitasking abilities.
- Experience with CRM systems and sales reporting tools.
- A proactive, self-motivated, and results-driven approach.
- Must be eligible to work in the UK.

---

**Experience:**

- 3-5 years' experience in a Business Development role within the fire & security industry.

---

**Personal Attributes:**

At Pointer, we value individuals who are dynamic, goal-oriented, and passionate about business growth. As a Business Development Manager, you should be a confident leader with the ability to inspire and influence both clients and colleagues. You must be resilient, adaptable, and comfortable working in a target-driven environment. A strategic thinker with a proactive mindset, you should thrive on identifying opportunities, solving problems, and delivering results. Excellent interpersonal skills, a strong sense of accountability, and a drive for continuous improvement will set you apart in this role.

---

**What Makes You a Great Fit?**

- A natural ability to build and maintain strong professional relationships.
- A proactive and strategic approach to business development.
- Strong analytical and problem-solving skills.
- A results-driven mindset with a passion for exceeding targets.
- A team player who collaborates effectively across departments.
- Highly motivated and able to work independently.
- A confident communicator with a persuasive edge.
- Must be eligible to work in the UK.
- Must have a full, clean UK driving license.

---

**Benefits:**

At Pointer, we don't just offer a job—we offer a rewarding career with benefits that support your growth, well-being, and work-life balance. Here's what you can look forward to:

**Financial Security & Rewards**

- Competitive salary with an annual review
- Company pension to help secure your future
- Employee referral scheme—recommend great people and get rewarded

**Work-Life Balance & Flexibility**

- Generous holiday allowance to recharge and unwind
- Flexible working options\* to fit your lifestyle

**Structured Career Growth & Development**

- Career progression opportunities—we invest in your future
- Bi-annual career mentoring
- Training & professional membership support\* to help you develop your skills

## Health & Well-being

- Life assurance for peace of mind
- Access to private GP services—because your health matters
- Annual flu jab to keep you feeling your best

## Exclusive Employee Perks

- Employee discount scheme—save on top brands
- Company car\* for eligible roles

\*Some benefits are role-dependent.

---

## Equal Opportunities Statement:

Pointer is an equal opportunity employer and values diversity. We welcome applicants from all backgrounds.

---

## How to Apply:

Please send your CV to [megan.mcinnnes@pointer.co.uk](mailto:megan.mcinnnes@pointer.co.uk), alongside a cover letter of 500 words as to why you feel you would be a good fit to join our team.