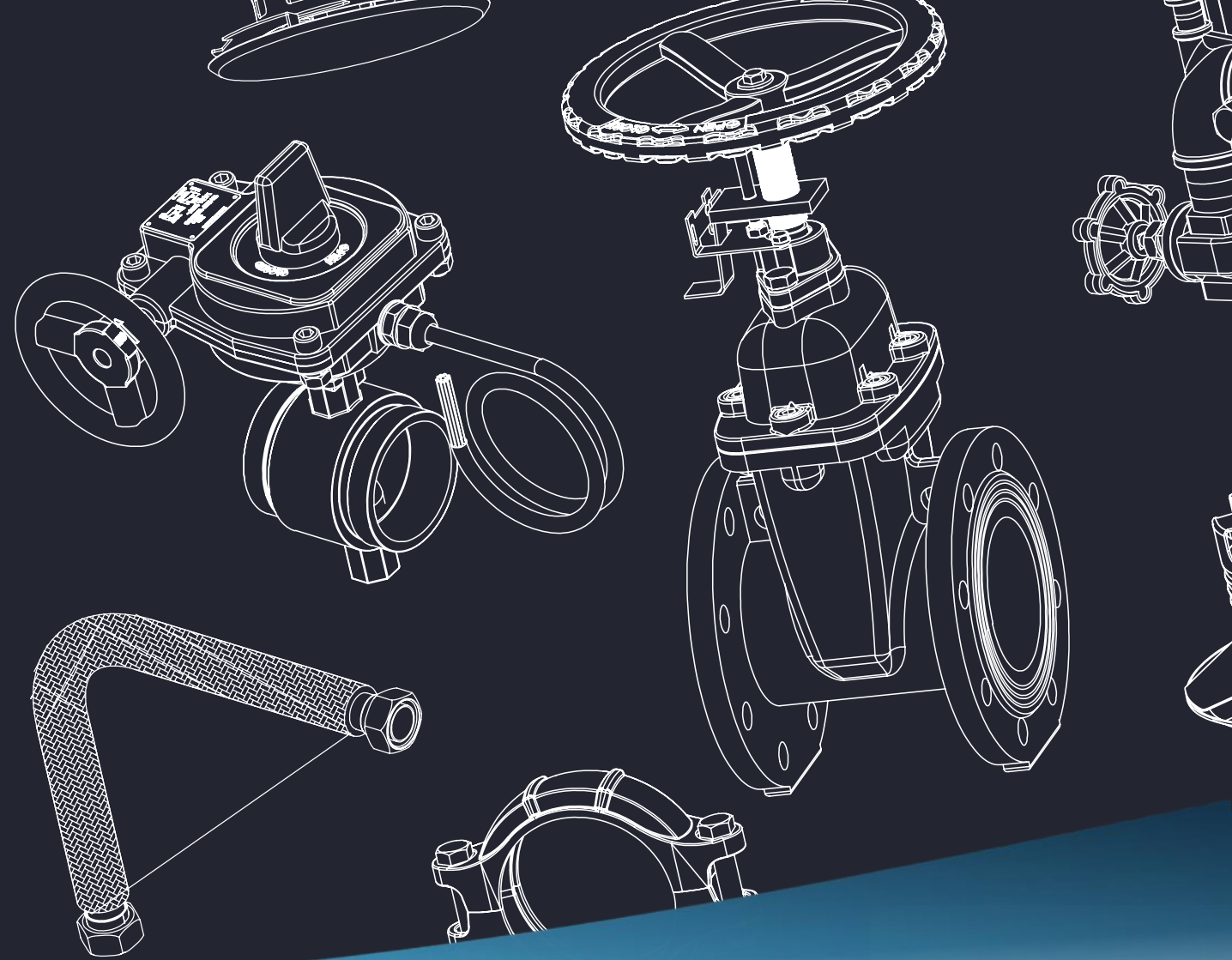




# AREA SALES MANAGER NORTH OF ENGLAND & SCOTLAND

March 2026



# Join Rapidrop

## A Global Leader in Fire Protection Innovation

At Rapidrop, we are proud to be a British manufacturer and global supplier of high-quality fire sprinklers and fire suppression equipment. From our headquarters in Peterborough, Cambridgeshire, we support customers in over 75 countries with reliable, internationally approved fire safety solutions.

Our product range, including UK-manufactured sprinkler heads, valves, flexible hose systems and specialist fire protection components, has built a strong reputation for quality, innovation, technical expertise and our customer-centric approach.

We are committed to protecting lives and property, with our systems installed around the world and contributing to major commercial developments and landmark projects.

IFI, the original foundation of Rapidrop, supports the construction and fenestration industry by supplying specialists and installers with a comprehensive range of fixings, fitting tools and consumables. Over the past eighteen months, Rapidrop has entered an exciting new phase of growth, welcoming a new CEO and Chairman alongside significant investment and long-term expansion plans. This includes new storage facilities in the UAE, increased European capacity and a new product development programme to expand our range and improve availability.

Today, our teams operate across the UK, Europe, the Middle East and South Africa, supported by continued investment in our UK headquarters, including a fully refurbished modern office environment. With a collaborative culture and a growing international footprint, Rapidrop offers an exciting opportunity to contribute to a business focused on innovation, growth and protecting people and property worldwide.



**The Shard, United Kingdom**



**Mall of Istanbul, Turkey**

# Role Overview

**Location:** Area Sales Manager – North of England & Scotland

**Contract:** Permanent

**Reports to:** Sales Manager UK

As Area Sales Manager, you will play a key role in driving Rapidrop's regional growth across the North of England and Scotland.

Working closely with the UK Sales Manager, you will develop and deliver sales plans that expand Rapidrop's presence across the region, with a focus on strengthening existing customer relationships and identifying new business opportunities.

The role centres on building and developing relationships with customers, distributors and key stakeholders, while increasing market share and supporting continued revenue growth across the region.

This position offers an opportunity for a commercially focused sales professional who enjoys managing a territory, developing customer partnerships and identifying long-term commercial opportunities.

The role will include travel across the North of England and Scotland to support customer engagement, account development and business growth.



# Key Responsibilities

- Develop and deliver regional sales plans aligned to Rapidrop's commercial growth objectives across the North of England and Scotland
- Identify and secure new business opportunities across the region, supporting revenue growth and increased market share
- Build and manage strong relationships with customers, distributors and key stakeholders to support long-term commercial success
- Manage and grow key accounts, ensuring a high level of customer engagement and satisfaction
- Maintain a strong and accurate sales pipeline, tracking opportunities and reporting on regional performance
- Represent Rapidrop across the region, including industry events, exhibitions and client meetings
- Work closely with internal teams to ensure alignment between customer requirements, production capabilities and delivery
- Monitor market trends, competitor activity and regional developments to identify new opportunities and inform sales approach



**Wembley Stadium, United Kingdom**

# Experience & Expertise

## Essential

- Proven experience in a field-based sales or business development role, ideally within a manufacturing or technical environment
- Proven track record in managing customer relationships, key accounts or distributor networks
- Strong commercial awareness with the ability to drive revenue growth and support market expansion
- Ability to identify and convert new business opportunities while maintaining and growing existing accounts
- Excellent communication, relationship-building and stakeholder management skills
- Confidence using CRM systems to manage pipelines, track opportunities and report on performance

## Desirable

- Experience within fire protection, construction or a related industry
- Understanding of UK market dynamics, particularly across the North of England and Scotland
- Experience working within distributor-led or project-based sales environments



VIMD Kvar, Zagreb, Croatia



Heathrow Airport, Terminal 5, United Kingdom

# Why Join Rapidrop?

Rapidrop is a growing international business with a strong reputation for quality, innovation and reliability within the global fire protection industry. As the company continues its global expansion, we are investing in our people, products and capabilities to support long-term growth.

Joining Rapidrop means becoming part of a collaborative and ambitious team, where individuals are encouraged to contribute ideas, take ownership of their work and make a meaningful impact on the business.

This is an exciting opportunity to play a role in shaping the next stage of Rapidrop's international growth, working alongside experienced colleagues across multiple markets and functions.

## What We Offer

- Basic salary to £60,000, plus bonus
- Company car
- Company pension total 8% (Employee contributions 3% Rapidrop Global contributions 5%)
- Annual leave 20-25 days (pro rata), Christmas shutdown (up to 3 days annual leave to be kept back to facilitate this)
- Death in service benefit –4 x annual salary from day 1
- Opportunities for professional development and career progression
- Employee Assistance Program – Access to full support services 24/7, shopping rewards, health cash plan, access to online Dr Appointments



**Galeria Korona, Poland**

# Ready To Apply?

If you are excited about the opportunity to join Rapidrop and feel your experience aligns with the role, we would love to hear from you.

## Our Recruitment Process

### 1. Apply

Please [click here to submit](#) your CV and a short supporting statement

### 2. Review

Applications are reviewed on a rolling basis and interviews may take place before the closing date, so early applications are encouraged.

### 3. Initial Conversation

Shortlisted candidates will be invited to an introductory discussion via Teams.

### 4. Interviews

Candidates progressing will attend two formal interview with key stakeholders at our Head Office in Peterborough or via Teams.

### 5. Outcome

A final decision will be made and candidates will be informed as soon as possible.



Reykjavik Opera House, Iceland

## Inclusive Recruitment

Rapidrop is committed to creating an inclusive and supportive workplace where everyone feels valued, respected and able to thrive. We welcome applications from people of all backgrounds, experiences and perspectives, recognising that diversity strengthens our teams and drives innovation.

If you require any adjustments or support at any stage of the recruitment process, please let us know. We are committed to ensuring every candidate has a fair and positive experience.

**Good luck with your application. We look forward to receiving your application and exploring how you could contribute to Rapidrop's continued growth and success.**