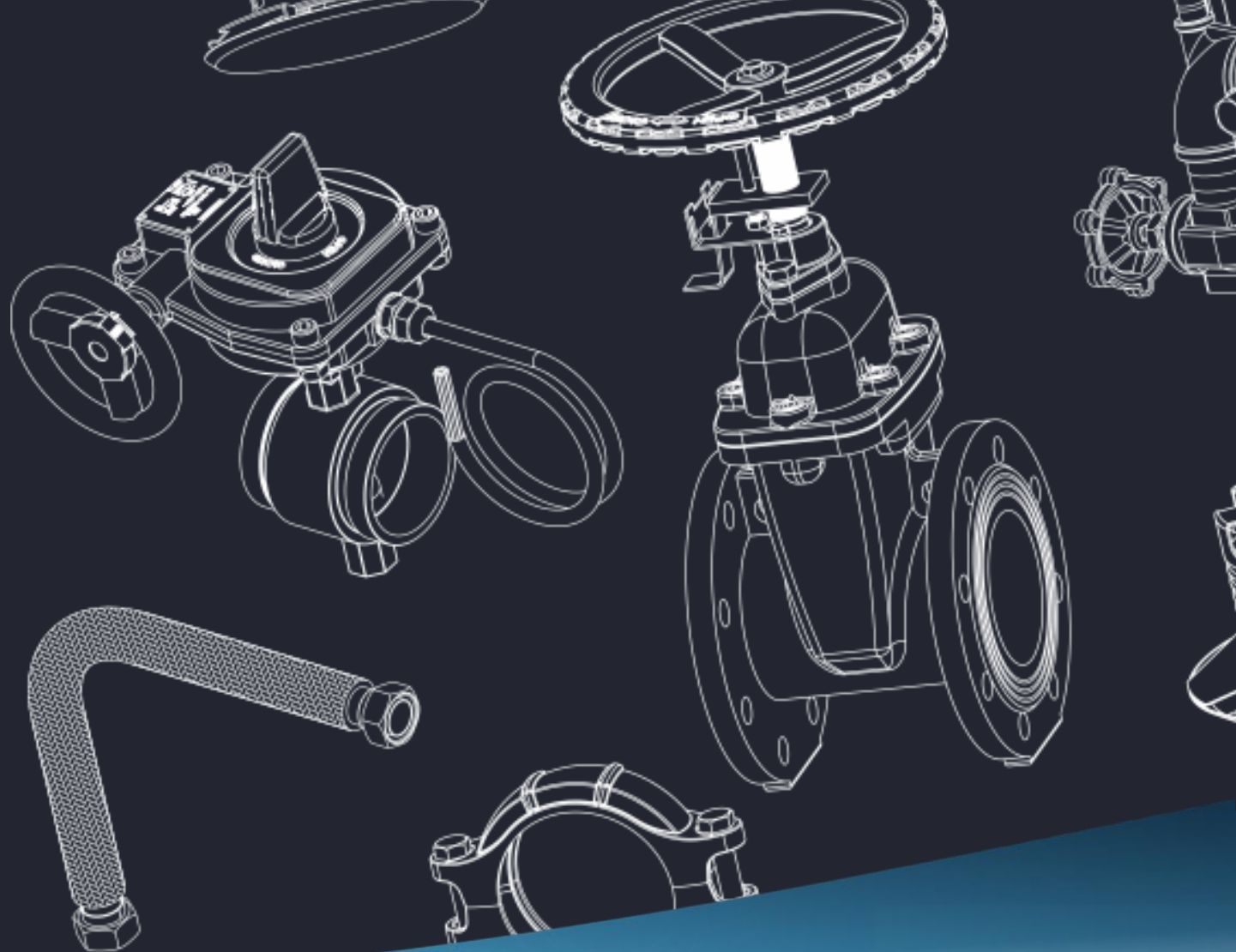




Area Sales Manager

Territory 1

August 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

Job Title: Area Sales Manager – International Markets Territory 1

Location: Sharjah, UAE with regular international travel

Contract: Permanent

Reports to: Head of Sales & Business Development – Middle East

Territory: KSA, Bahrain, Iraq, Sri Lanka, Ghana, Kenya, Uganda, Tanzania, Nigeria and Ethiopia

As **Area Sales Manager – International Markets**, you will play a key role in driving Rapidrop's commercial growth across a diverse international territory.

Working closely with the Head of Sales & Business Development – Middle East, you will develop and deliver sales strategies that expand Rapidrop's market presence, strengthen key partnerships and increase project specification.

The role will focus on developing strong relationships with distributors, consultants and key stakeholders, identifying new commercial opportunities and supporting long-term market expansion.

Regular international travel will be an important part of the role, providing the opportunity to build relationships and develop Rapidrop's presence across multiple markets.



Key Responsibilities



- Develop and execute sales strategies to drive growth across KSA, Bahrain, Iraq, Sri Lanka, Ghana, Kenya, Uganda, Tanzania, Nigeria and Ethiopia.
- Identify and secure new business opportunities, increasing market share and revenue across the assigned territory.
- Build and manage strong relationships with distributors, consultants, contractors and key industry stakeholders.
- Drive project tracking and product specification, engaging with consultants and supporting opportunities throughout the project lifecycle.
- Manage key accounts and maintain a strong sales pipeline, providing clear reporting on performance, opportunities and market developments.
- Represent Rapidrop across the territory, including customer meetings, exhibitions and industry events, while monitoring competitor activity and emerging market opportunities.



Wembley Stadium, United Kingdom

Experience & Expertise

Essential

- Proven sales or business development experience, ideally within a manufacturing or technical environment.
- Experience working across international markets relevant to the assigned territory.
- Demonstrated success in managing distributor networks, partnerships or key accounts across multiple countries.
- Experience engaging with consultants and influencing product specification.
- Strong commercial awareness, with experience managing sales pipelines and using CRM systems to drive revenue growth.
- Excellent communication, relationship-building and stakeholder management skills.
- Fluent written and spoken English.
- Ability and willingness to undertake regular international travel.



VIMD Kvar, Zagreb, Croatia

Desirable

- Experience within fire protection, construction or a related technical industry.
- Established market knowledge or relationships within one or more of the assigned countries.
- Fluency in an additional language relevant to the territory.



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.



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 interviews with key stakeholders at our Sharjah Office or via Teams.

5. Outcome

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



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.