

## **Sales & Marketing Manager - Wigan**

Amspec Limited have grown over the last 23 years into one of the most capable and exciting Design & Build enterprises in the Northwest, currently operating in 4 key sectors: -

- Commercial and Industrial
- Retail and Leisure
- Public Sector
- Specialist and Bespoke (our Specialist and Bespoke service involves the Design and Manufacture of fitted and loose Joinery products).

We are seeking a commercially driven Sales & Marketing Manager to lead our business development, client relationship strategy, and market positioning across our core construction services and specialist divisions: Bespoke Joinery Manufacturing, Passive Fire Protection (FIRAS), and Sustainable Construction.

This role will grow revenue, strengthen relationships, and enhance brand visibility to support our strategic goal.

The Sales & Marketing Manager will lead both the sales function and marketing strategy to drive growth, framework success, and sector positioning.

### **Key Responsibilities**

#### **Sales & Business Development**

- Lead the bid pipeline, framework pursuit, sector targeting and key account strategy across commercial, healthcare, education, and public sector sectors.
- Develop partnerships with Tier One contractors, landlords, councils, developers, and FM providers.
- Drive sales growth for specialist services, including fire doors, passive fire protection, and joinery manufacturing.
- Identify market opportunities in low-carbon retrofit and PAS2030-led projects.
- Conduct client visits, presentations, framework engagement and high-level negotiations.

## **Marketing Leadership & Brand Positioning**

- Implement Amspec's marketing strategy with our digital marketing executive including the points below.
- Lead the delivery of brochures, sales decks, case studies, PR, digital content, and sector campaigns.
- Promote sustainable construction through our current projects.
- Ensure consistent brand visibility across web, social, tender content, fleet, site branding and events.

## **Bid & Framework Support**

- Raise the quality and competitiveness of PQQs, frameworks and tender submissions to achieve company targets.
- Collaborate with Directors and specialist teams to build structured case studies, compliance evidence and technical bid content.
- Oversight of bid writing support with our internal or external partners.

## **Digital, CRM & Analytics**

- Oversee SEO and conversion strategies to deliver enquiry growth in accordance with Amspec Sales and Marketing Strategy.
- Manage CRM reporting, potential pipeline visibility, forecasting accuracy and client data strategy.

## **We are looking for someone who is.....**

- Passionate about Construction, Fit-Out, Refurbishment & Manufacturing.
- Proactive and creative thinker.
- Strong communication and interpersonal skills.
- Able to analyse marketing performance and translate data into actionable business ideas
- A self-starter who's willing to learn the ins and outs of our company and get fully involved
- Down to earth, approachable, and aligned with our friendly, hardworking culture.

As a business, we recognise that our strength lies within our workforce and our Investors in People achievement reflects our commitment to people management excellence. We have an expectation that our staff live and believe in our core values:-

- Aspiring to be the best & celebrating success
- Maintaining relationships
- Safe working environment
- Promoting team working & balanced lives
- Exceeding client expectations
- Considering the environment

Additionally, if you love a challenge, are dedicated, hardworking and committed, then you are the perfect candidate to join our team.

Competitive salary negotiable dependent upon experience and Industry related qualifications.

Hours of work are 40 per week, 08.30am – 5.00pm Monday to Friday.

We offer 21 days plus Statutory Bank Holidays per annum (with a and a Company pension scheme with Royal London).

We also encourage and promote continuous professional development for all staff with no barriers to further training.

An employee reward and recognition strategy is in place to motivate and reward staff who consistently display excellence in promoting our core values.

This is a full-time permanent position to commence ASAP.

It is our policy as an Employer to comply with all relevant obligations under the Equality Act 2010. The Company will ensure that all persons are selected, promoted and treated equally on the basis of their relevant aptitudes, skills and abilities without regard to race, colour, religion or belief, age, national origin, sex, sexual orientation, gender reassignment, pregnancy and maternity, marriage and civil partnership or disability.

Should you meet the desired criteria and wish to be considered for interview, please apply with your CV no later than Friday 12<sup>th</sup> December 2025