



Key Account Manager

Application Pack



The Company

Woodway is a leading UK supplier of high-quality vehicle safety, lighting and warning systems, with over 60 years of experience in the industry. Based in a rural location in the heart of England, we supply a wide range of products - from lightbars and sirens to beacons, mast systems, and vehicle accessories - to a diverse and continually growing customer base.

We work across the emergency services and commercial sectors, partnering with vehicle converters, fleet managers, and end users to deliver dependable solutions that perform in critical environments. From full vehicle installations to individual components, our offering combines trusted brands, exclusive product ranges, and consistently reliable service that sets us apart.

Our customers trust us for our product quality, technical expertise, and responsive support - qualities that have earned Woodway a reputation as one of the most respected and reliable suppliers in the industry. Built on long-standing relationships, recommendation, and brand recognition, Woodway continues to grow - expanding our product range, strengthening our capabilities, and supporting more customers than ever before.



Quality Products



Real Support



Trusted Brand



Well Established



KEY ACCOUNT MANAGER Application Pack

The Role

As Woodway continues to grow, we're delighted to be expanding our Sales & Marketing team to support increased demand across our products, services, and customer base. We're now looking for an experienced **Key Account Manager** to join us during this exciting phase of growth.

This is a key role within the business, responsible for nurturing long-standing customer relationships while also identifying and developing new opportunities in both existing and emerging market sectors. The role is typically split 60% account management and 40% new business development.

We're looking for someone with a strong background in B2B sales - ideally within the public sector or commercial vehicle space - who can quickly build rapport with customers, represent the Woodway brand with credibility, and play a valuable role in our next phase of growth.

The role is primarily field-based, with travel across the UK, including occasional overnight stays, and regular visits to our Coventry office (typically once a week). The right candidate will be self-motivated, reliable, and personable - someone who takes pride in delivering great service and enjoys working with a close-knit, well-established team.



Your Responsibilities

- Develop and maintain strong relationships with existing national customers
- Manage your own schedule, planning visits and follow-ups to maximise customer engagement and business development opportunities
- Identify and pursue business opportunities within new market sectors
- Prepare and present proposals, quotes, and contracts to customers
- Achieve and exceed agreed sales targets and KPIs
- Collaborate with internal sales teams to ensure a consistent and high-quality customer experience
- Support wider marketing initiatives by sharing insights, customer feedback, and content opportunities to help showcase our brand
- Stay updated on industry trends, products, and competitors
- Represent the company at trade exhibitions
- Maintain accurate records of sales activity on company systems and contribute updates during regular sales meetings



Our new Key Account Manager

- Minimum 5 years' proven experience in a B2B account management role
- Experience selling into the public sector or commercial vehicle market would be advantageous
- Strong sales and negotiation skills is essential
- Confident presenter with excellent communication skills and strong attention to detail
- Self-motivated and able to work autonomously, managing workload, schedule, and priorities day to day
- Strong internal communicator, able to build positive relationships across departments to support and enhance overall customer delivery
- Willingness to travel regularly across designated regions, with occasional overnight stays where required
- Able to commute to our Coventry office as needed (typically once per week)
- Competent IT user with solid working knowledge of Microsoft Office (Previous experience with Microsoft Dynamics 365 is advantageous)
- An aptitude for understanding technical product information would be beneficial, though full training and support will be provided
- A valid UK driving licence

This role comes with a competitive salary, reflective of your experience, skills, and the value you bring to the role. We're open to applications from candidates at a variety of levels, and we'll tailor the package accordingly for the right person.

We offer 25 days holiday plus bank holidays, and the option to purchase additional days, as well as an enhanced pension scheme. Other benefits include the Cycle to Work scheme, long service recognition, and free on-site parking in a peaceful rural location just outside Coventry.



KEY ACCOUNT MANAGER Application Pack

Interested?

Application Information

Email your CV and a Cover Letter to:



Paul Henson, Sales Director
phenson@woodwayengineering.com

Please submit your application by **Friday 9th May 2025** to be considered for interviews taking place during May in Coventry.

We'll be reviewing applications on a rolling basis and may contact candidates ahead of the closing date.

Please note: Applicants must have the right to work in the UK. We are unable to offer visa sponsorship for this role.



02476 841750



sales@woodwayengineering.com



www.woodwayengineering.co.uk

