Who We Are

Comelit-PAC is a leading provider of security and building technology solutions, offering a comprehensive range of Door Entry, Access Control, Fire Safety Systems, Home Automation CCTV, and Intruder Detection.

Founded in Italy in 1956, Comelit marks 70 years of design and manufacturing expertise in 2026. Today, its products are sold in more than 90 countries, supported by an established global sales and technical support network. With a Group turnover exceeding €189 million and more than 1,000 employees worldwide, Comelit has an extensive international presence.

Comelit-PAC has been established in the UK for over 20 years, with headquarters in Luton and a global centre of excellence for access control in Manchester. Across both locations, more than 100 employees support our customers through sales, technical expertise, training and product development.

Our product portfolio provides reliable, scalable solutions designed to meet the requirements of a wide range of applications, from individual properties to large, complex developments. With a focus on integration, ease of installation and long-term performance, our systems support the needs of developers, consultants, installers and end users.

Continued investment in our people, technology and product development remains central to our approach. We work closely with architects, specifiers, distributors and installers to understand project requirements and ensure our solutions meet the changing needs of the security and building technology sectors.

We are currently looking to recruit a Fire Business Development Manager to join our Sales Team, covering the North West region. This is a hybrid, field-based role working 40 hours per week, Monday to Friday.

Are you looking for your next challenge? Kick start, your career and become a part of our Comelit Community. See our **careers page** for more information.

Some of Our Benefits Include:

Here at Comelit-PAC, our employees enjoy a range of benefits to name a few:

- Competitive Salary
- 25 days Annual Leave plus 8 bank holidays, allowance increase dependent on length of service
- Xmas Shut Down
- Modern working environment
- Training and Development Opportunities
- Yearly Events Calendar including Charity Events and health & well-being days
- 4 * Life Assurance
- Treat Days/Daily Fresh Fruit
- Smart Health including 24/7 online GP appointments
- Employee Health and Wellbeing Portal
- Free Eye Tests and Flu Vaccines
- Company Social Events
- Bonus/Commission Schemes
- Long Service Awards
- Recruitment Finder Fees
- Salary Sacrifice Pension Scheme
- Employee of the Month Awards
- Perkbox

Job Description

Job Title	Fire Business Development Manager
Department	Sales Team
Location	Hybrid / North West Region
Reporting To	Fire Systems Business Manager - UK & ROI
Direct/Indirect Reports	None

Job Summary

We are looking for an experienced, motivated and commercially focused Fire Business Development Manager to grow sales of the Comelit-PAC Fire and PAVA portfolios across the North West region.

The successful candidate will have proven experience within the Fire Detection and Alarm industry, established customer relationships and a strong track record in developing new business and growing existing accounts.

Working primarily through our established distribution network, the role will involve promoting our wired and wireless Fire Detection and Alarm Systems and Public Address and Voice Alarm (PAVA) solutions to installers, system integrators, distributors and other key customers.

We are looking for a proactive, self-motivated individual with the industry knowledge, commercial experience and confidence to take ownership of the region, develop a strong sales pipeline and make an immediate contribution to business growth.

The successful candidate will be supported by our Fire technical and specification teams, with full training provided on the Comelit-PAC product portfolio.

Main Duties and Responsibilities

- Grow Fire and PAVA sales across the designated region through new business development and existing customer accounts.
- Identify and develop opportunities across the wider Fire and Life Safety market, including wireless detection, PAVA, system integration and emerging technologies.
- Build and maintain strong relationships with installers, system integrators, distributors, contractors, consultants and other key customers.
- Work with the UK & ROI Fire Systems Business Manager to develop regional sales strategies, account plans and achieve agreed sales targets and KPIs.
- Promote the Comelit-PAC Fire and PAVA portfolios through customer visits, product presentations, demonstrations and distributor engagement.
- Identify competitor opportunities and support the conversion of existing specifications to Comelit-PAC systems.
- Manage project opportunities from initial enquiry through to order, including site surveys, product selection, quotations and follow-up.
- Work closely with the Fire technical and specification teams to support customer requirements, training and early-stage project opportunities.
- Maintain accurate CRM records of customer activity, quotations, projects and sales opportunities.
- Provide accurate sales forecasts and regularly review project progress, including delayed or lost opportunities.
- Monitor competitor products, market activity and emerging opportunities, providing feedback to the UK & ROI Fire Systems Business Manager to support future business growth.
- Communicate relevant customer and project information to the Fire Systems Business Manager.
- Manage territory activity and customer appointments effectively to maximise sales opportunities.

Any Other Responsibilities

- Comply with all relevant health and safety legislation and company policies and procedures.
- Demonstrate and promote Comelit-PAC values and behaviours when working with colleagues, customers and other stakeholders.
- Respect equality and diversity across all areas of working practice.
- Attend company training events and complete all mandatory training.

Candidate Specification

Qualifications and Training

Essential

- FIA training or relevant industry-recognised qualifications in Fire Detection and Alarm Systems.
- Good working knowledge of UK Fire Detection and Alarm standards and codes of practice, particularly BS 5839-1, with an understanding of the relevant BS EN 54 product standards.
- Confident and competent using Microsoft Office, including Word, Excel, PowerPoint and Teams.
- Full UK driving licence.

Desirable

- Formal sales or business development training.
- Additional FIA qualifications or recognised professional development within the Fire and Life Safety industry.
- Previous product training with established fire alarm manufacturers, covering addressable wired and wireless fire detection and alarm systems.
- Knowledge of other relevant standards and guidance, including BS 7273, BS 8629 and the Building Safety Act framework.
- Training or knowledge of Public Address and Voice Alarm (PAVA) systems, including BS 5839-8, BS EN 54-16, BS EN 54-24 and BS EN 50849.
- Knowledge of emergency voice communication and disabled refuge systems, including BS 5839-9.

Skills and Experience

Essential

- Minimum 3 - years field sales or business development experience within the Fire Detection and Alarm industry.
- Proven track record of selling Fire detection and Alarm products, including wired and wireless systems, and consistently achieving sales targets.
- Established relationships with Fire alarm installers, system integrators, distributors and other key industry contacts.
- Experience working with Fire and Security distribution channels, with a good understanding of routes to market.
- Proven experience in generating new business, developing existing customer accounts and identifying project opportunities.
- Strong understanding of Fire Detection and Alarm systems, their applications and the ability to recommend suitable solutions for different project requirements.
- Good knowledge of the UK Fire and Life Safety market, including key manufacturers, competitor products and industry developments.
- Strong commercial awareness with the ability to identify opportunities, negotiate and close sales.
- Excellent communication, presentation and relationship-building skills.
- Ability to independently manage a sales territory, develop a strong pipeline and achieve agreed sales targets and KPIs.
- Strong organisational skills, including account management, sales forecasting, project follow-up and CRM reporting.
- Self-motivated, proactive and able to work effectively both independently and as part of a wider team.
- Experience conducting customer site surveys, delivering product presentations and demonstrations, and supporting installer and distributor engagement.
- Experience identifying and developing project opportunities, including specification-led sales and competitor conversion opportunities.

Desirable

- Knowledge of connected Fire systems, remote monitoring, cloud-based solutions and integration with other building systems.
- Understanding of the wider Fire and Life Safety market, including PAVA, evacuation alert systems, disabled refuge and emergency voice communication.
- Experience supporting Fire and PAVA system specifications, including consultant engagement and larger or more complex projects.

Comelit-PAC Values

Continuous Improvement

Motivation

Empathy

Leadership

Innovation

Teamwork

Professionalism

Accountability

Customer Focus

Note: This job description summarises the main aspects of the job however does not cover all the duties that the jobholder may be required to perform. This document is intended to enhance the understanding between the manager and the employee and may be changed/amended as the job/business needs require.