

We're Hiring: National Sales Manager – Ireland & UK - Director Designate

Sturdy Products Ltd (Ireland & UK)

Sturdy Products Ltd — a leading Irish manufacturer with 40+ years of excellence and a portfolio of 600+ innovative rotational-moulded products — is entering a major growth phase across Ireland and the UK.

We're looking for a commercially driven **National Sales Manager** to spearhead Irish expansion and build our UK presence, and lead key customer relationships across construction, environmental, laundry, agriculture, forecourt retail and custom moulding sectors.

The Opportunity

As our Business Development / Sales Manager, you'll:

- Build a Sales team for both territories
- Lead and execute our Ireland & UK sales strategy
- Drive revenue, margin and market share growth
- Expand our UK footprint and develop partner networks
- Manage national key accounts
- Identify new business opportunities across multiple high-value sectors
- Provide sales forecasting, reporting and performance insights
- Collaborate with marketing on sector-specific campaigns
- Help shape our 24–36-month commercial strategy

You're a Great Fit If You Have:

- 5+ years in a senior sales role in manufacturing, industrial, construction or related sectors
- Experience managing national or multi-region territories (Ireland & UK ideal)
- A strong track record of revenue growth + new market development
- Commercial expertise in pricing, tendering and margin management
- Excellent communication, negotiation and relationship-building skills
- Comfort working in a fast-paced, hands-on SME environment

Bonus points for:

Experience in materials handling, forecourt retail, laundry, construction and custom moulding... and an ambition to grow into a **Sales Director / Commercial Director** role.

What We Offer

- Competitive salary + significant bonus
- Company vehicle or allowance
- Opportunity to build and lead the Irish & UK commercial function
- Strong support from an experienced leadership team
- Clear path toward Sales Director / Commercial Director
- A chance to make real impact in a growing, innovative manufacturing company

Ready to Lead and Grow with Us?