



voestalpine Metsec is the UK's biggest construction specialist cold roll forming company and part of the largest globally leading steel and technology group. Established over 90 years ago, voestalpine Metsec is owned by the voestalpine Group. The Group has 500 companies and locations in 50 countries on 5 continents with €15.1 billion revenue and 48,800 employees.

SALES DIRECTOR – CUSTOM ROLL FORMING DIVISION

EXTERNAL JOB VACANCY

Reports to: General Manager – Custom Roll Forming (CRF) Division
Location: Head Office based in Oldbury, West Midlands, United Kingdom (UK)
Hours of work: Monday to Thursday 8.30am to 5.00pm with half hour lunch break each day and 8.30am to 1.30pm with no lunch break on Friday of each week – 37 hours in total, paid monthly

The Custom Roll Forming Division is a specialist engineering and manufacturing business supplying bespoke roll-formed steel solutions to customers across a wide range of industries. This permanent full-time position is a key leadership role within the division, responsible for driving profitable growth, developing strategic customer relationships, identifying new market opportunities and leading the commercial success of the business.

Person specification

- » Proven track record of delivering sales growth and commercial success within a manufacturing or technically focused environment
- » Experience of leading, developing and motivating high-performing sales teams
- » Be experienced in negotiation of terms and supply chain
- » Proven ability to identify, develop and convert new business opportunities within existing and emerging markets
- » Be responsible for achieving objectives on own initiative, as well as part of a team
- » Be computer literate and able to communicate at all levels
- » Must possess a full driving licence and be prepared to travel
- » Must be eligible and able to prove you can work in the UK as the Company does not hold a sponsorship licence.

Your responsibilities

- » Responsible for all aspects of sales including maintaining and improving margin, volumes, operating profit, ensuring the division meets the expected budget
- » Lead commercial decision making on significant customer opportunities, contract and strategic projects
- » Drive pricing strategy and margin improvement initiatives while maintaining market competitiveness and customer satisfaction
- » Look for new market opportunities and develop these into potentially new products and services
- » Attend group product specific commercial meetings
- » Ensure the sales team maintains a disciplined approach to opportunity management, customer engagement, forecasting and growth
- » Drive high levels of customer satisfaction through engagement, effective issue resolution and reliable commercial support
- » Ensure structured account plans are established for key customers, with clear objectives for retention, growth, margin development and relationship management
- » Management of the sales team including performance reviews, appraisals and sales incentives
- » Report on a monthly, quarterly and annual basis state of trade, forecasts, sales, competitor activity, issues and opportunities
- » Monitor steel availability, usage, and supply chain risk with the procurement department.

Post date: Monday 21st September 2026
Package: Competitive salary, Bonus scheme, Company car, Mobile phone, IT support package, Company pension scheme, Health cash plan, Life assurance and 33 days holiday (including statutory days), discounted gym membership, cycle to work scheme, employee assistance programme, plus more

To apply: We look forward to receiving your CV at metsec.hr@voestalpine.com

NO RECRUITMENT AGENCY ASSISTANCE REQUIRED FOR THIS JOB VACANCY

voestalpine Metsec is an equal opportunities employer