

Client Relationship Manager

Location: Stafford (with customer visits as required)

Salary: £38,000 – £45,000 + Bonus + Car Allowance

About Brucom

Brucom is a UK-based specialist manufacturer of electrical wiring harnesses and cable assemblies, supplying industries including automotive, off-highway, and industrial sectors. We operate a high-mix, low-volume production model supported by over 200 pieces of semi-automated and automated equipment.

Our focus is on quality, responsiveness, and technical capability. With a strong and loyal customer base, our next phase of growth is centred on increasing share of wallet within existing accounts and becoming a primary supply partner to our customers.

The Role

This is not a traditional sales role.

You will be responsible for developing and growing revenue within an existing customer base by building strong relationships, understanding customer requirements, and identifying opportunities to expand our supply.

The role is focused on long-term account development rather than cold calling or new business hunting.

Key Responsibilities

- Grow revenue within existing customer accounts
 - Build and manage relationships with key customers (top 50 accounts)
 - Identify additional products and services customers are sourcing elsewhere
 - Support and follow up on quotation activity
 - Visit customers where necessary to strengthen relationships and understand requirements
 - Work closely with internal teams including engineering, production, and marketing
 - Maintain organised account plans and track opportunities
-

Ideal Candidate Profile

We are looking for someone who:

- Has experience in manufacturing, engineering, or technical supply chains
 - Has account management or customer development experience
 - Can confidently communicate with engineers, buyers, and technical stakeholders
 - Understands technical products (e.g. cable assemblies, electronics, mechanical assemblies)
 - Is commercially aware and able to identify growth opportunities
 - Is organised, structured, and process-driven
 - Prefers building relationships over aggressive selling
-

Backgrounds That Fit Well

- Cable assembly / wiring harness manufacturing
 - EMS / PCB assembly
 - Automotive tier suppliers
 - Engineering subcontract manufacturing
 - Technical distribution
 - Industrial component supply
-

What We Are Not Looking For

- Pure cold-calling salespeople
 - Generic recruitment or non-technical sales backgrounds
 - Software sales backgrounds with no manufacturing exposure
 - Candidates without any understanding of engineering or production environments
-

Package

- **Salary:** £38,000 – £45,000
 - **Bonus:** £5,000 – £12,000 (performance-based on account growth)
 - **Car Allowance:** £4,000 – £5,000
 - Standard benefits including laptop, phone, and pension
-

Personality Fit

This role suits individuals who are:

- Curious and commercially minded
- Reliable and professional
- Comfortable working within manufacturing environments
- Relationship-focused rather than transactional
- Able to take ownership and follow through

