



WILLIAM SMITH GROUP 1832

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Job Title: BWF Products & Sales Lead (Building Window Films)

William Smith 1832 is creating a new and strategically important role for a BWF Products & Sales Lead, responsible for driving the growth, specification, and market leadership of our Building Window Film (BWF) offering across the UK.

This role carries dual responsibility for:

- 3M Building Window Films, where William Smith 1832 is the sole and exclusive UK distributor, and
- VION, our own-brand Building Window Film range, focused on commercial development and pipeline growth.

The successful candidate will be a seasoned expert in the Building Window Film sector, capable of leading specification activity, developing and supporting an endorsed dealer network, delivering training and roadshows, and driving national sales performance. This is a senior, high-impact role designed for someone who can build traction quickly while creating a scalable, long-term platform for growth.

Key Responsibilities:

1. 3M Building Window Film Specification & Dealer Network Leadership

- Lead the UK specification strategy for 3M Building Window Films across key sectors (commercial, public sector, education, healthcare, etc.).
- Develop, grow, and actively manage the 3M Endorsed Dealer Network, including:
 - generating and onboarding new dealers
 - supporting existing dealers to increase sales and capability
 - driving best practice, consistency, and performance
- Build strong relationships with architects, consultants, contractors, installers and key influencers.
- Represent William Smith 1832 and 3M at industry events, CPDs, trade shows, and customer engagements.
- Drive awareness, credibility, and preference for 3M BWF solutions in the UK market.

2. Sales, Account Management & Market Development

- Operate as a national account manager for key BWF customers, managing relationships and driving sales.
- Actively develop pipelines of specification-led opportunities and track progress through to conversion.
- Support the wider UK sales team (internal and external) through:
 - joint customer calls



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- opportunity support
 - technical and commercial guidance
- Ensure consistent messaging and approach across all BWF sales activity.

3. VION Own-Brand WF Development (Commercial Focus)

- Drive the commercial development of the VION Building Window Film range.
- Focus on:
 - day-to-day sales activity
 - pipeline creation
 - opportunity conversion
 - market adoption
- Support specification where appropriate, but with greater emphasis on sales execution and growth.
- Position VION effectively alongside 3M within a clear, complementary portfolio strategy.

4. Training, Roadshows & Capability Building

- Deliver training programmes for:
 - 3M Endorsed Dealers
 - customers and installers
 - internal, external sales teams
- Plan and execute roadshows, CPDs, and educational events.
- Develop training materials, technical guides, and sales tools to support ongoing capability growth.
- Act as the technical and commercial authority for Building Window Films within the business.

5. Product, Portfolio & Strategic Development

- Work closely with Marketing to build annual BWF strategies, campaigns, and go-to-market plans.
- Collaborate with Procurement and the Commercial Director on:
 - portfolio development
 - supplier relationships
 - pricing and margin strategy
 - range evolution
- Provide structured market feedback, competitor insight, and customer intelligence to inform decision-making.
- Ensure the BWF portfolio remains relevant, competitive, and commercially optimised.

6. Cross-Functional Collaboration



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- Partner with Marketing, Sales, Operations, Customer Service, and Finance to ensure a joined-up customer experience.
- Support stock planning, forecasting, and demand visibility.
- Contribute to internal planning, reporting, and performance reviews.

Required Experience & Skills:

Essential

- Proven experience in the Building Window Film industry.
- Strong understanding of specification-led sales and dealer-network models.
- Experience working with or alongside major manufacturers (ideally 3M).
- Demonstrable success driving specification and converting pipeline to sales.
- Ability to train, present, and engage confidently with a wide range of stakeholders.
- Strong sales pedigree with the ability to generate and close opportunities.
- Excellent relationship-building and influencing skills.
- Willingness and ability to travel nationally across the UK, including overnight stays.

Desirable

- Experience managing endorsed or approved dealer networks.
- Experience developing or growing own-brand product ranges.
- Background in adjacent markets such as solar control, safety & security, or energy-efficiency solutions.
- Previous involvement in portfolio or commercial strategy development.

Key Attributes

- Highly credible within the Building Window Film sector.
- Commercially astute with strong negotiation and influencing skills.
- Proactive, energetic, and driven to deliver results.
- Confident operating autonomously in a national role.
- Strong coaching and capability-building mindset.
- Strategic thinker with a practical, hands-on approach.
- Professional, organised, and resilient.

Measures of Success

- Growth in specification activity and conversion for 3M BWF.
- Expansion and performance improvement of the 3M Endorsed Dealer Network.





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- Increased revenue, margin, and market penetration across BWF.
- Growth and adoption of the VION range.
- Effectiveness of training programmes and roadshows.
- Strength of collaboration across sales, marketing, procurement, and operations.
- Increased visibility and credibility of William Smith 1832 in the BWF market.

What we offer:

- Competitive salary plus attractive OTE.
- Company car allowance
- Pension scheme
- Life assurance 6 x Salary
- Free parking
- Employee assistance programmes
- Training and career development
- Holiday purchase scheme
- Cycle to work scheme
- Techscheme and employee discount

If you are a motivated individual who thrives in a dynamic environment, we would love to hear from you. Please submit your resume along with a cover letter detailing your relevant experience. Only qualified candidates will be contacted for an interview.

Location: UK (national remit)

Job Type: Full-time, Permanent (new role)

Travel: UK-wide travel required, including regular overnight stays

To apply please send your CV with a covering letter to hr@williamsmith.co.uk

