



TECHNICAL SALES MANAGER

Career Package



WHITTY ENGINEERING
PTY LTD

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About Us

Whitty Engineering was founded by William Whitty in May 2008, beginning as a small four-person workshop. Since then, the business has grown into a dynamic organisation employing approximately 60 people and servicing a wide range of industries across Australia.

In June 2016, Whitty Engineering moved into its purpose-designed, state-of-the-art manufacturing facility in Pinaceae Court, Mount Gambier East. This modern site has enabled the company to expand its capability and evolve into a highly skilled general engineering operation with a strong focus on quality, precision and customer responsiveness.

Today, Whitty Engineering supports clients across timber, construction, housing and multiple industrial sectors. Ongoing investment in plant, equipment and technology ensures that almost all manufacturing processes are completed in-house, providing exceptional control over quality, efficiency and delivery performance.

Why Work for Whitty?

At Whitty Engineering, we're proud of the reputation we've built for reliability, trust and workmanship that sets a benchmark in our industry. Our people are the reason we deliver at this standard, so we invest heavily in their safety, development and long-term success.

We maintain a strong commitment to ongoing training, safe work practices and proactive environmental and risk management. This ensures every team member works in a safe, well-supported and professionally run environment.

Our in-house team of Project Managers, Engineers and Supervisors use proven project management methods to deliver high-quality outcomes for our clients. It's our culture that truly sets us apart which is built on personal service, teamwork, innovation and pride in what we do.

With a great team of skilled engineers and dedicated support staff, we are committed to upholding our core values, strengthening our business excellence and creating a workplace where people can grow, contribute and thrive.

Our Values

High Performance

Customers

People

Innovation & Technology

Partnering

Our service region

Whitty Engineering proudly operates from Mount Gambier, South Australia, servicing clients across the Limestone Coast, western Victoria and key industrial regions nationwide. We also hold key industrial accounts internationally. Our strategic location enables us to support local industries while maintaining strong connections with major manufacturing, timber, construction and agricultural hubs throughout the region.

From Mount Gambier, we deliver responsive, high-quality engineering solutions to customers across South Australia, Victoria and beyond, ensuring reliable service, fast turnaround times and strong technical support wherever our clients operate.

Living in Mount Gambier

Mount Gambier offers an exceptional lifestyle, combining natural beauty, affordability and a strong sense of community. Known for its iconic Blue Lake, volcanic landscapes and extensive cave and sinkhole networks, the region provides endless opportunities for outdoor adventure, recreation and exploration.

Housing is significantly more affordable than major cities, giving families and individuals the chance to enjoy spacious living, shorter commutes and a relaxed pace of life. The city features quality schools, sporting clubs, vibrant arts and cultural events, and easy access to both the Limestone Coast and western Victoria.



The Role

Technical Sales Manager

Reports To:	MD / General Manager
Work Location:	Mount Gambier
Employment Status:	Full-time, ongoing (part-time by negotiation)
Direct Reports:	Project Estimator
Leadership Level:	Senior Manager Level

Position Purpose

The **Technical Sales Manager** is an engineering professional responsible for driving revenue growth, strengthening customer relationships and positioning the company as a preferred supplier of engineered solutions across domestic and international markets. The role requires technical knowledge allowing for a deep understanding of the company's products, fabrication capability, engineering processes and project delivery requirements.

The role forms part of the Senior Management Team, with responsibilities for taking a whole of organisation approach to all commercial and operational initiatives, and providing reporting granularity to the MD/GM.

Primary Objectives

- Lead sales strategy, technical solution development, key account management and marketing execution
- Oversees the Project Estimator and works closely with engineering, operations, fabrication and project teams to ensure customer requirements are accurately scoped, costed and delivered
- Build strong partnerships with customers, industry stakeholders and suppliers to support sustainable business growth and long-term commercial success.
- Build trusted relationships with internal stakeholders to support organisational sustainability and growth.

Key Responsibilities

1. Technical Sales Leadership & Business Development

- Lead development and execution of sales strategies aligned with engineering capability and business goals.
- Identify new technical markets, customer segments and product opportunities.
- Translate customer problems into engineered solutions in collaboration with internal teams.
- Manage the full technical sales pipeline from enquiry to contract award.
- Provide accurate sales forecasting, pipeline reporting and market intelligence.
- Support pricing models, tender submissions and commercial proposals with strong technical input.

2. Technical Key Account Management (Domestic & International)

- Manage major customer relationships, including international accounts and OEM partners.
- Provide technical advice, product knowledge and solution recommendations.

- Develop account plans that support long-term partnerships, repeat business and product innovation.
- Ensure customer expectations are met through proactive communication and service.
- Resolve technical and commercial issues promptly and professionally.

3. Estimating, Scoping & Commercial Support

- Provide leadership and direction to the Project Estimator.
- Ensure quotes, tenders and costings are accurate, technically feasible and commercially sound.
- Collaborate with engineering, drafting, operations and administration to validate scope, materials, production methods and delivery timelines.
- Maintain systems that support efficient estimating, version control and customer responsiveness.

4. Marketing, Brand & Technical Communications

- Lead marketing strategy, brand positioning and promotional activities aligned with technical capability.
- Oversee digital marketing, website content, social media and campaigns with a technical focus.
- Develop marketing materials, case studies, capability statements and product documentation.
- Represent the company at industry events, trade shows and technical forums.

5. Customer Experience & Relationship Management

- Foster a customer-centric culture across the organisation.
- Ensure customer feedback informs product development and continuous improvement.
- Build strong relationships with suppliers, partners and industry stakeholders.

6. People Leadership, Safety & Culture

- Lead, coach and develop the Project Estimator.
- Create a safe workplace by promoting WHS awareness, safe work practices and compliance with company procedures.
- Promote collaboration, professionalism and high performance.
- Ensure clarity of expectations, performance reviews and development plans.
- Model strong communication, technical credibility and customer service.
- Role model Whitty Values.

7. Management and Reporting

- Contribute to whole-of-business planning and decision-making, ensuring team priorities align with organisational goals and cross-department impacts.
- Coordinate projects and services with fellow SMT members to ensure consistent workflows, shared visibility, and efficient end-to-end delivery.
- Provide timely, accurate reporting to the GM on performance, risks, resourcing, and emerging issues, including early escalation of critical matters.
- Maintain transparent communication across the SMT, supporting unified leadership messaging and consistent operational governance.
- Identify opportunities for improvement in systems, processes, and collaboration, strengthening organisational capability and service quality.

The Person

We're looking for someone who brings an engineering background coupled with strong technical sales expertise, confident leadership and a commitment to delivering high-quality engineered solutions for our customers. You'll thrive in a dynamic, fast-paced environment, enjoy working across engineering, operations and commercial teams, and take pride in representing a business known for capability, reliability and innovation.

You'll balance strategic market thinking with hands-on customer engagement, use data and technical insight to inform decisions, and stay responsive to emerging opportunities across domestic and international markets. You'll bring a steady, values-driven approach to growth, guiding teams through change with confidence and care while expertly managing commercial, operational and customer-related risks.

Required Experience & Attributes – Key Selection Criteria

1. Industry Experience

Proven experience in technical sales, business development or account management within engineering, manufacturing, fabrication or industrial environments. Experience working with OEMs, international customers or complex engineered products is highly regarded.

2. Technical Skills

Demonstrated ability to translate customer needs into engineered solutions, interpret drawings and specifications, support accurate estimating, manage tenders and proposals, analyse market opportunities and contribute to commercial decision-making. Strong capability in CRM systems, digital marketing tools and sales reporting.

3. Leadership Skills

Proven experience leading accountable, engaged teams; strong capability in guiding change; and excellent communication skills that build trust, clarity and collaboration across stakeholders. Ability to coach and develop the Project Estimator and foster strong cross-functional relationships with engineering, operations and production.

4. Personal Attributes

- Values-driven, ethical and reliable
- Strong written and verbal communication skills
- Strategic thinker with practical problem-solving ability
- Adaptable, proactive and committed to continuous improvement

5. Qualifications and Compliance Requirements

- Tertiary qualification in Engineering, Business, Marketing or a related technical discipline (or commensurate experience)
- Valid Driver's Licence
- Any other mandatory compliance requirements imposed by legislation and/or company policy

Flexibility and Relocation

We know that taking on a new role is a big step. This position is full-time, but we're happy to explore flexible arrangements if that helps the right person succeed.

If relocation is part of your journey, we'll provide support to make the move as seamless as possible including helping your induction into our community – schools, sports and the things that are most important to you.

Further Information

Confidential enquiries are welcomed to our Recruitment Partner, Catriona Hardiman of Leadology via **catriona@leadology.com.au**

Further information about Whitty Engineering can be found at **www.whittyeng.com.au**

To Apply

If this sounds like you, we'd love to hear from you. Please submit your application including a cover letter addressing the Key Selection Criteria and resume to our recruitment partner Leadology via **catriona@leadology.com.au**

Applications close on **Sunday 27th September 2026**

