

# JOB DESCRIPTION

## Business Development Lead, Government and Defence

### Introduction

The AST Group ([theastgroup.com](http://theastgroup.com)), founded in 1992, is a leading provider of integrated satellite communications solutions. With a strong focus on technology, innovation and customer satisfaction, the company has established itself as a trusted partner in the global telecommunications industry.

The Group offers a wide range of market leading solutions, services and products to meet the growing demand for reliable, efficient satellite communications - providing connectivity, network management and support services to ensure seamless communication in remote and challenging environments – whether at sea or on land.

From Middle Eastern desert safaris to the remote monitoring of subsea systems, the AST Group can design and deliver comprehensive communications solutions across the globe.

Today the company operates from multi country and global locations, has nearly 200 employees worldwide and is a Tier 1 partner to every major satellite company. The company's core services include:

- Satellite communications: The Group offers customized and reliable satellite communication solutions to support the communication needs of its clients, including voice, data, and internet services. The company provides end-to-end solutions with its own infrastructure, from designing, implementing, and managing complex VSAT networks to the supply of satellite phones and airtime.
- Engineering and technical services: The Group has a team of experienced engineers and technical experts who provide services such as site surveys, system design, installation, commissioning, and maintenance. They are also capable of satellite performance optimization, antenna alignment, and interface testing.
- Value-added services: The Group offers additional value-added services to its clients, such as cybersecurity, network monitoring, and training. The company has a dedicated cybersecurity team to provide security solutions and ongoing support, ensuring its clients' data is secure and compliant with regulations.

With a focus on innovation and adaptability, the AST Group provides high-quality communication solutions tailored to the unique needs of its clients. It does this through three distinct divisions: Networks, Telematics and Distribution that serve their global clients.



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As the company positions for the next phase of its growth, we are seeking an experienced leader to take on the new role of Business Development Lead for Government and Defence

### The role

Government and Defence is a core part of AST's business. From its earliest days AST has been closely involved with enabling government and defence communications by providing secure voice, data, and video services to clients worldwide. These clients may be first responders, fire, ambulance or search and rescue services, as well as government agencies or armed forces.

Reporting to the Chief Executive and working closely with the Chairman, the Business Development Lead will be responsible for developing AST's business in this sector. The company already has an excellent reputation, so there are case studies and assets to build on, but we are now looking for an individual who is keen to develop and grow the business by acquiring new clients and delivering innovative new solutions to AST's current and new clients in the sector.

Today the Government and Defence accounts for a significant percentage of AST's business but it is anticipated that this could more double in the immediate future, so AST looking for an outstanding individual to harness the opportunity and build out the UK business.

The successful candidate will be part of the company's Senior Leadership Team.

### Purpose of the role

To develop and build the Government and Defence business across The AST Group.

### Key responsibilities

- Build and develop the company's business (revenue and relationships) across Government and Defence clients in the UK.
- Provide though leadership and consulting (solutions sales) engagement to clients.
- Drive business growth by identifying opportunities with new and existing customer.
- Build new client relationships and develop existing ones to become a trusted partner to the client.
- Develop and maintain strong relationships with key clients, partners, suppliers, and industry leaders in the sector.



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- Act as the 'lynch pin' for communications between the client and AST technology groups and primary divisions – understanding the client's end need and communicating that internally so help build the right options and solutions.
- Monitor and analyse market trends, competitor activities, and customer feedback to identify areas for improvement and capitalize on potential opportunities.

### Experience and skills

- A person who enjoys everything about Defence [and Government] communications with a strong knowledge of both the technical complexities and operational difficulties the end clients (users) face.
- Good knowledge of communications systems, enabling you to advise the client and engage in a truly consultative conversation – leading to a solutions sale as a trusted partner.

As an experienced professional or as a former end user:

Either:

Proven experience in a sales and account management role, preferably within the satellite communications, special communications, or technology (SaaS) industry selling to the Government and Defence sector.

Or

Substantial experience of using or designing communications systems from within the government or defence sector as an end user, now in or entering a second career in the private sector

- Demonstrated ability to develop and execute strategic plans, drive business growth, and deliver results.
- Strong leadership, interpersonal, and communication skills, with the ability to effectively engage a range of stakeholders (possibly from different organisations) as part of a single process.
- Sound deal making experience and a proactive attitude to finding solutions (making deals happen)
- Proven experience in building and maintaining strong customer relationships.
- Ability to work in a fast-paced, dynamic environment and handle multiple priorities simultaneously.
- Knowledge of the satellite communication industry, including market trends, competitors, and emerging technologies would be an advantage but may be learnt.



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- Bachelor's degree or equivalent in an engineering subject is preferred.



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## Person profile

- A self-starter, who's enthused by engaging with people and having conversations
- A listener, who is always interested in what people are saying
- A connector, who will 'join the dots' to create new conversations and opportunities
- An enabler, who communicates with all the people around them to drive conversation and opportunity forwards
- A hunter, who enjoys looking for the next opportunity
- A farmer, who cultivates existing relationships
- A system thinker, deconstructing deals by influencer, budget holder and decision maker
- An orchestrator, who will bring the right people together at the right time and encourage collaboration
- A juggler, who can multitask and thrives on having many conversations open at once
- A warrior, who will be relentless and resilient
- A good human, who does what is right not what is easy

## Compensation outline

Compensation is designed to attract a successful and proven candidate. Details will be discussed with relevant, interested candidates at the appropriate time but include:

- A base salary commensurate with the seniority of the role
- Highly incentivised bonus scheme based initially on the achievement of agreed milestones and then to revenue
- Benefits

## Location

The successful candidate will be based in AST's Headquarters in Norwich (UK) with flexible working arrangements and travel.



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