

Role Profile

Role:	Senior Applications Engineer	Reporting to:	Sales Manager
Location:	Bedford	Department:	Sales
Rev No:	0	Date:	12/01/25

Overall Purpose:

The Senior Application Engineer will take a lead role in the selection, preparation, and delivery of quotations for bespoke, large-scale pumping equipment. The role requires ensuring proposals are delivered at the required margin and within agreed timescales, alongside providing high-level technical support and contributing to commercial decision-making. This position demands extensive technical expertise and the ability to confidently handle complex client requests, while working effectively to tight deadlines.

Key Responsibilities:

- **Lead the selection of bespoke pumping equipment** based on customer specifications, utilizing advanced pump selection software and technical data.
- **Take ownership of the preparation and delivery of accurate, detailed, and commercially viable quotations** for large-scale pumping systems, ensuring all information aligns with customer requirements and company objectives.
- **Work within strict deadlines** to ensure estimates and quotations are provided to customers on time, meeting all business KPIs.
- **Provide technical expertise throughout the quotation process**, producing system curves, calculating pipe friction losses, and ensuring the technical integrity of proposals.
- **Collaborate with Sales and Engineering teams** to ensure customer requirements are fully understood and translated into feasible, cost-effective solutions.
- **Support the Commercial Manager** in making key decisions regarding pricing, margin, and project scope, ensuring alignment with business objectives.
- **Utilize pump selection software** and in-house tools to deliver optimal technical solutions, while also ensuring the efficient and timely processing of quotations.

- **Maintain strong customer relationships**, offering high-level technical support throughout the enquiry and quotation stages.
- **Ensure all internal data recording systems and costings are kept up to date**, reflecting accurate and current project details.
- **Provide ongoing technical support** to colleagues across the business, ensuring clear communication of solutions and overcoming any technical challenges.

Person Specification – Qualifications and/or Experience required:

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- **HND in Mechanical Engineering** (or equivalent) with a strong technical background in large bespoke pump systems and fluid dynamics.
- Extensive experience in **pump selection** and performance analysis, including the use of **pump selection software** and system curve generation.
- Strong experience in **preparing and delivering quotations** for custom-engineered pumps, with a focus on large-scale, complex systems.
- Familiarity with **commercial terms and conditions** and a proven ability to manage the financial aspects of proposals.
- **Experience in the wastewater industry** or similar sectors, including a solid understanding of relevant industry standards and regulations.
- Proven experience working within an **ISO quality system** and interpreting engineering drawings, specifications, and schematics.
- **Proficient in ERP systems** and MS Office, with excellent attention to detail in all technical and commercial documentation.

Person Specification – Skills & Knowledge required:

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- **Strong technical and commercial awareness**, with the ability to confidently handle large and complex quotations.
- **Exceptional analytical skills**, with the ability to assess and interpret customer requirements, and translate them into feasible technical solutions.
- **Excellent communication skills**, including the ability to present technical proposals clearly to both technical and non-technical stakeholders.
- **Customer-focused**, with the ability to build and maintain effective relationships with clients and colleagues.
- **Strong attention to detail**, ensuring accuracy in quotations, system curves, and other technical documents.
- **Ability to work to tight deadlines**, managing multiple quotations and customer enquiries effectively.
- Proficiency in **pump selection software** and **technical tools** relevant to the role.