

Job Description:

Job vacancy: **Account-Based Marketing Manager**

Reporting to: Senior Marketing Executive

Location: Bristol & Bath Science Park

Annual Salary: Subject to applicant experience

Package: 27 days annual leave

4 x salary life assurance

Group Personal Pension Scheme

Group Private Medical Insurance

Health Care Cash Plan



Overview:

The Centre for Modelling and Simulation (CFMS) is a growing, independent digital engineering research organisation providing technical expertise to help organisations create cutting edge solutions by pioneering new approaches to product development and enabling innovation services.

Working with commercial and research organisations of all sizes, we have a full portfolio of digital innovation capabilities spanning a range of sectors including aerospace, rail, construction, energy and space. Our expertise in advanced simulation, model-based engineering, data science, and robotics is underpinned by our in-house, commercially secure, IT infrastructure. The close collaboration between our expert in-house teams enables greater innovation, knowledge sharing and more beneficial results for our customers.

About the role:

You will turn world-class digital engineering into long-term partnerships. As CFMS' ABM Manager, you will design and run account-based programmes that win and grow relationships across aerospace, transport, energy and major infrastructure projects, alongside government bodies and funders.

This is a hands-on role at the point where science meets commercial strategy. You will work closely with researchers, business development and leadership to make complex technology clear, relevant and compelling to a small number of high-value accounts.

Key Responsibilities:

Strategy and account selection

- Build and own the ABM strategy, working with business development and leadership to select and tier target accounts across industries and the public sector
- Map buying groups inside each account, from R&D directors and CTOs to programme managers, procurement and policy leads
- Create account plans with clear objectives, insights, entry points and success measures

Programmes and content

- Run 1:1, 1:few and 1:many programmes, matched to the value and maturity of each account

- Work with researchers to turn technical work into tailored content including briefings, use cases, capability statements, white papers and demos
- Plan targeted events including visits, roundtables, executive briefings and conference activities
- Adapt messaging for public sector audiences, aligning with funding calls, procurement frameworks and policy priorities
- Provide brand with updates about customer activities, behaviours, preferences to support strategy development decisions
- Ensure consistency and compliance with brand guidelines across communications, in tailored content and within content for business development

Pipeline and performance

- Partner with business development to align on target accounts, outreach and follow-up, acting as one team
- Track engagement, pipeline influence, partnership value and account progression, reporting this monthly to management
- Manage ABM and intent data tools, CRM data quality and campaign budgets
- Test, learn and improve, using results to refine targeting and content

Operate under the guidance of all policies and procedures and promote an environment of continuous improvement.

Experience

Essential

- 4+ years in B2B marketing, with at least 2 years running account-based marketing programmes
- Experience marketing complex technical products or services to senior, specialist buyers
- A track record of working alongside sales or business development on named accounts, with pipeline or revenue results you can point to
- Hands-on use of a CRM (e.g., HubSpot or Salesforce) and at least one ABM or intent data platform (e.g., 6sense, Demandbase, LinkedIn Matched Audiences)
- Strong writing skills, with examples of turning technical material into clear, persuasive content

Desirable

- Experience in aerospace, space, energy or advanced engineering, ideally marketing simulation, digital engineering or R&D services
- Experience marketing to government, funders or public bodies (e.g., ATI, Innovate UK, UK Space Agency), including awareness of procurement routes



- A degree in science, engineering or technical subject or a marketing qualification such as CIM.

If you meet most of the essential criteria but not all, we would still like to hear from you.

How to Apply:

Email your CV and a short cover letter to careers@cfms.org.uk. In your cover note, tell us about one account-based campaign you ran and what it achieved.

Applicants must be eligible to work in the UK.

Direct applications only - no agencies.

Don't meet every single requirement? CFMS is committed to building a team with a variety of backgrounds, skills and views. The more inclusive we are, the better our work will be. We are an equal opportunities employer. We welcome applications from everyone and are happy to discuss reasonable adjustments at any stage of the process.