



Job Description:

Job vacancy: **Head of Business Development & Marketing**

Reporting to: CEO

Location: Bristol & Bath Science Park

Annual Salary: Depending on 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 nationally relevant centre of excellence, a growing, independent digital engineering research organisation. CFMS provides technical expertise to help organisations create cutting edge solutions to their “wicked problems” by pioneering new approaches to product development and enabling innovation services.

Working with commercial and research organisations of all sizes, CFMS has a full portfolio of digital innovation capabilities, including design and analysis services, commercial R&D, and IT infrastructure. CFMS uses digital innovation across the cyber-physical landscape (including a new robotics capability) to develop more effective engineering solutions across industrial sectors critical to the UK economy.

As a commercially focused organisation, all profits generated are reinvested into the progression of our people (including preparing a talent pipeline for industry), upgrades to facilities and industrial scale research and technology development.

About the role:

The Head of Business Development & Marketing will be focused on growing the business and extending the reach of our capabilities. They will be responsible for building internal and external relationships to help the business grow revenue and increase profits.

In addition to leading sales and customer relationship management, the Head of Business Development & Marketing will develop new strategic partnerships and guide long-term objectives to meet business requirements.

They will lead the business development team and work closely with our marketing team to drive consistent messaging, deliver campaigns and ensure aligned thinking. They will also work closely with the Technical Team, helping to develop key business relationships.

The Head of Business Development & Marketing will have a strong, dynamic business acumen, excellent negotiation skills, a proven track record in meeting and exceeding sales targets and outstanding communication and leadership skills.

Key Responsibilities:

- Increase business revenue by identifying and developing new opportunities
- Build and expand the presence of the company and its brand
- Create a well-qualified pipeline of opportunities across multiple sectors
- Accurately forecast sales income and deliver to forecast
- Engagement with Government and Key Strategic Partnerships



- Develop and manage professional relationships with key stakeholders and decision makers
- Develop key customers into strategic partnerships
- Effectively manage the whole sales process from prospect development/tender receipt, proposal, presentation through to closing negotiations
- Understand and implement service requirements to meet customer expectations, working in collaboration with the technical team and project manager
- Work with the Technical Team to maintain current business relationships, identifying business opportunities and recommending new services to help build repeat business
- Collaborate with key stakeholders to understand the long-term aims/projects of their organisation and identify how CFMS can be part of these plans
- Input into CFMS' events calendar, providing suggested topics relevant to prospect and customer interests
- Contribute to content for CFMS' Social Media (X & LinkedIn), ensuring relevance to key customers and prospects
- Attend industry functions, such as trade shows and conferences, providing insights on market trends
- Manage and develop business development strategy and team
- Work closely with Marketing team, ensuring consistency across teams and output

Key Relationships:

- Key Stakeholders
- Business Development Team
- Marketing Team
- Technical Team
- Senior Leadership Team
- Key Account Manager
- Project Manager
- Operational support

Decision Making:

- Prioritisation of tasks for timely and accurate delivery
- Amend priorities to ensure delivery to timelines when circumstances warrant it

Problem Solving:

- Resolve points arising from reviews
- Escalation of issues to ensure they are dealt with promptly and cost(s) re-evaluated



Experience:

- Experience within an engineering/technology-based sector that can be evidenced
- Proven track record in one or more of the following sectors – Nuclear, Construction, Transport, Energy or Defence
- Previous Business Development experience at the management level with evidence of working to and exceeding targets
- Proven track record in sales, business development and winning new business
- Lead Generation leading to increased revenue
- Experience of managing major national accounts at head office and divisional level with stakeholder management of all levels
- Evidence of achievement within a commercial environment
- Ability to communicate at all levels from shop floor to boardroom
- Experience of engagement with Government and other strategic partners
- Previous experience of managing a team

Skills, Knowledge and Competencies:

- Customer experience and focus on delivering for the customer
- Teamwork
- Self-development and drive for continual improvement and learning
- Attention to quality and an understanding of its importance in a commercial/engineering setting
- Self management
- Time management
- Results-focused
- People development and management
- Initiative
- Flexibility

Measurement Data:

- Manager review comments
- Customer feedback
- Ideas and suggestions provided for systems and customers

How to Apply:

Email your CV and covering letter to careers@cfms.org.uk. If you would like further information on the role, please contact us on the email above or call **0117 906 1100**.

Applicants must have an indefinite right to work in the UK.