



# WE NEED YOU

## WE'RE LOOKING FOR

HP ABM Account Strategist

### LOCATION:

Reading & Home Working

### WORKING HOURS:

Monday – Friday 37.5 hours per week

### SALARY

Up to £50,000 per annum

### BENEFITS

Life Assurance, Reward Hub Discounts, Aviva Pension, HP Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

### CONTACT TYPE:

Permanent

### REPORTING IN TO:

Senior Client Service Manager

**blue square.**

**HP**  
**ABM ACCOUNT**  
**STRATEGIST****WE'RE LOOKING FOR A PROACTIVE, ORGANISED, MULTITASKER!**

We are seeking a proactive and strategic ABM Account Strategist to join our team, focused on driving commercial success through tailored, insight-led account-based marketing initiatives. You will play a pivotal role in supporting sales and account teams, developing campaigns rooted in research and data, and helping unlock new business opportunities across key industries and verticals.

You'll work closely with UK and Ireland based teams, agency partners, and sales stakeholders to deliver and optimise world-class ABM programmes tailored to key commercial accounts in the UK and Ireland.

**TO MAKE A REAL DIFFERENCE IN THESE AREAS****STRATEGY & PLANNING**

- Develop and implement strategies that drive commercial success for a defined set of ABM accounts.
- Adapt and tailor ABM plans in collaboration with Account Managers and Sales Teams to align with regional and client-specific needs.
- Ensure plans are agile and responsive to feedback, shifting priorities, and market changes.
- Leverage broad knowledge of various industries and verticals to shape comprehensive, relevant strategies.

**SALES ENABLEMENT & COLLABORATION**

- Maintain a proactive and responsive approach in supporting Account Managers and sales teams with timely, relevant industry intelligence.
- Create and distribute regular newsletters packed with insights, updates, and tools that empower the sales force.
- Demonstrate patience and professionalism when engaging with sales teams, especially where timelines or responses are delayed.
- Offer strategic support and guidance to sales teams, helping them overcome challenges and hit targets.

**RESEARCH & INSIGHT**

- Conduct in-depth research, particularly in social listening and industry-specific insights, to inform strategy development.
- Utilise research and data to support decision-making and campaign planning.
- Stay current on market trends, industry developments, and social data to provide meaningful insights and direction.
- Analyse social and market trends to deliver actionable insights that contribute to business growth.

**COMPLIANCE & GOVERNANCE**

- Understand and navigate public sector frameworks to ensure all activities are compliant with relevant standards.

## HP ABM ACCOUNT STRATEGIST

- Proactively address compliance-related challenges, ensuring alignment with legal and regulatory requirements.

## OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You'll have proven experience in ABM, strategic marketing, or a similar role.
- You'll have strong research and analytical skills, with the ability to turn data into insight.
- You have strong written and verbal communication skills, with a persuasive and solution-oriented approach.
- You'll have the ability to manage multiple priorities and work collaboratively across teams.
- You'll have familiarity with multi-sector marketing and compliance frameworks is a plus.
- You have a background in sales enablement, marketing automation, or demand generation in a tech or software environment.
- You're strong in project management skills with the ability to deliver multiple campaigns simultaneously.
- You're experienced in managing cross-functional teams, agency partners, and stakeholder relationships.
- You have a solid understanding of campaign analytics, CRM systems (e.g., Salesforce), and digital tools.
- You have a strong organisational and multitasking skill, with the ability to work independently and proactively.
- You have a high proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and familiarity with tools like SharePoint, and digital collaboration platforms.
- You are a strategic thinker with a sales-first mindset and passion for driving business impact through marketing.
- You're energetic and collaborative, with a proactive approach to solving problems and moving projects forward.
- You're comfortable in a fast-paced, matrixed environment with a focus on execution, measurement, and improvement.

**Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.**

