



# WE NEED YOU

## WE'RE LOOKING FOR

HP Marketing Campaign Specialist

### LOCATION:

Reading & Home Working

### WORKING HOURS:

Monday - Friday, 37.5 Hours Per Week

### SALARY/DAY RATE:

Up to £50,000 Per Annum

### OTHER BENEFITS:

Life Assurance, PerkBox Discounts, Aviva Pension, HP Discounts, Company Sick Pay

### CONTACT TYPE:

Permanent

### REPORTING IN TO:

HP Workforce Service Marketing Manager

## **WE'RE LOOKING FOR A ENTHUSIASTIC MARKETING CAMPAIGN EXPERT**

As a Marketing Campaign Specialist, you will use your skills to execute our commercial campaigns end-to-end across Print and Personal Systems.

In this role, you will leverage your marketing expertise, organisational and leadership skills to help achieve marketing and demand generation goals.

You'll collaborate closely with supporting teams both globally and locally to deliver with our agency partners world-class ABM (Account Based Marketing) programmes. The successful candidate will have strong project management skills, the ability to drive execution, and strong experience in running previous B2B marketing campaigns.

## **TO MAKE A REAL DIFFERENCE IN THESE AREAS**

### **MARKETING CAMPAIGNS**

- Ensure best-in-class ABM campaigns are executed and optimised to meet country goals
- Orchestrate the design, set-up, and launch of multiple campaigns across various internal stakeholders and agency partners
- Lead on the end-to-end execution of B2B campaigns across UK&I

### **STAKEHOLDER MANAGEMENT**

- Collaborate with content teams to identify appropriate campaign material and new content requirements
- Liaise with Sales teams where appropriate to integrate their insights into plans and report back

### **PARTNER & PROJECT MANAGEMENT**

- Collaborate with content teams to identify appropriate campaign material and new content requirements
- Support across all accounts ensuring all content aligns to HP and partner brand guidelines
- Effectively manage all campaign projects, aligning with key teams where relevant
- Align with Alliance Partners to ensure campaign, content, and Proof of Execution compliance, and manage this process for the UK&I Commercial team

### **COMMERCIAL OWNERSHIP & REPORTING**

- Work with the Commercial Lead & DMT (Digital Marketing Transformation) team on ensuring measurement is efficiently implemented, and monitor campaign performance

### **BUDGET MANAGEMENT**

- Budget management, including across alliance partner funding, through campaign set-up and weekly budget tracking

HP  
Marketing  
Campaign  
Specialist

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

- Strong marketing campaign experience, preferable within B2B, technology or software
- Experience in managing a range of internal and external stakeholders
- You'll have demonstrated experience across digital marketing channels
- You have strong organisational skills, able to manage multiple projects
- You are able to collaborate with internal teams to deliver high quality content
- Experience in external agency management
- You will have strong communication skills

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.

