



WE NEED YOU

WE'RE LOOKING FOR
TRAINING & CONTENT SPECIALIST

LOCATION:
National – UK Wide

WORKING HOURS:
Monday – Friday + additional weekend support

SALARY:
£40-£45,000 per annum

OTHER BENEFITS:
Company Car, 10% Bonus, Perkbox, Life Assurance

CONTACT TYPE:
6-Month FTC

REPORTING IN TO:
National Field Sales Manager

WE'RE LOOKING FOR A CONFIDENT, ENGAGING PRODUCT FOCUSED TRAINER

As our Training and Content Specialist for our client EE, you will work with the client to bring their strategy and direction of product training to life. Your role will be crucial in promoting brand advocacy and driving sell-out within customer channels and EE internal teams.

Your key responsibilities will include planning, developing, and evaluating both current and new product training programs to achieve departmental goals and objectives. Leveraging your expertise in people management and development, you will lead the training for EE across retail programs, online training, and content project management. You will collaborate with the senior management team to ensure timely, cost-effective delivery of learning solutions while continually improving to boost business performance.

You will have extensive experience in people and project management, able to drive growth and innovation within our training team, delivering a best-in-class service to our client.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

TRAINING DELIVERY, DEVELOPMENT AND EXECUTION

- Training new employees on how we want them to operate within EE and the expectations of the role
- Research and develop a range of training programs to meet the demands of sales staff
- Create innovative strategies using the latest trends in behavioural science to enhance media consumption and learning
- Create content, attend, and deliver training events, providing expert product knowledge for retail and contact centre partners, including business conferences, PR events, and activations
- Develop and deliver content on the EE customer experience journey to ensure best practice in selling and promoting
- Maintain up-to-date product knowledge on EE products and promotions for accurate training delivery
- Innovate training delivery for instore retail teams, ensuring exceptional customer service and demonstrations during ever interaction
- Ensure compliance by aligning training content with EE brand guidelines and customer journey
- Monitor feedback and make necessary improvements to enhance ROI

PRODUCT AND COMPETITOR ANALYSIS

- Monitor future product and market changes and their impact on training requirements
- Stay updated on competitor insights and create strategies to respond through remote learning
- Engage in creative planning to compete in the market

STAKEHOLDER ENGAGEMENT AND STRATEGY EXECUTION

- Work with senior stakeholders within Blue Square and the client to execute outstanding training delivery
- Plan and execute virtual initiatives for training teams and retail partners
- Create and improve market-leading training support materials
- Align with stakeholders and influence across client and Blue Square HQ team
- Establish relationships with retailers and channels at all levels
- Look ahead and plan for peak periods and opportunities to ensure great ways of working and value add
- Skilled and engaging presentation skills to upskill effectively to train people at all levels

SALES IMPACT

- Monitor future product and market changes and their impact on training requirements.
- Stay updated on competitor insights and create strategies to respond through remote learning
- Engage in creative planning to compete in the market
- Drive sales through physical and virtual training sessions
- Assess training effectiveness and implement improvements based on feedback and sales performance impact.
- Devise innovative ways to demonstrate return on investment (ROI) to the client

PROJECT MANAGEMENT

- Build contingency plans as part of the project management process to ensure client goals and ambitions are exceeded
- Consider product launch timescales when creating training content
- Manage time effectively to ensure content is ready and rolled out during launch

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

- You're a content creator able to use the latest content creation software
- You have previous experience in taking a brief, creating and launching training programmes able to demonstrate the return on investment
- You're passionate about delivering exceptional customer experiences with a progress-over-perfection mindset
- You're engaging and enthusiastic, comfortable delivering training to audiences of 20+ with the ability to flex your approach to the audience
- You're innovative and organised, continuously seeking improvements in retail operations
- You're an outstanding communicator, with excellent stakeholder management skills, able to engage effectively with clients, team members, and stakeholders
- You're proactive able to anticipate and address challenges efficiently
- You're decisive, making confident and clear decisions
- You're flexible and adaptable to changing business needs and market trends
- You're forward-thinking, staying ahead of technology and retail trends
- You're engaging and enthusiastic, able to present confidently to audience

EE
TRAINING &
CONTENT
SPECIALIST

- Full UK Driving Licence Required

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.

