



WE NEED YOU

WE'RE LOOKING FOR
HP Business Development Manager

LOCATION:
Reading & Home Working

WORKING HOURS:
Monday – Friday 37.5 hours per week

SALARY
Up to £55,000 per annum

BENEFITS
Life Assurance, Reward Hub Discounts, Aviva Pension, HP Discounts, Company Sick Pay, Car Allowance, ETHIC Values - Employee of the month: a chance to win an extra days annual leave!

CONTACT TYPE:
Permanent

REPORTING IN TO:
Senior Client Service Manager

blue square.

WE'RE LOOKING FOR A PROACTIVE, COMMERCIALLY DRIVEN, CATEGORY LEAD!

We are looking for a proactive and commercially astute Intel Premium Category Manager to support the planning and execution of our hardware strategy across the UK&I region. This role will focus specifically on the Intel premium portfolio, working in close collaboration with the wider Category and Sales teams to define and drive category performance, growth, and market presence.

The ideal candidate will have a strong understanding of product lifecycle management, category planning, and go-to-market strategies, and will serve as a subject matter expert within the organisation.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

LEAD CATEGORY STRATEGY

- Serve as the primary point of contact for Intel premium products within the UK&I region, taking full ownership of the category's commercial and strategic direction.
- Define, implement, and continuously refine the Intel Premium club business plan in alignment with broader organisational goals.
- Collaborate closely with the UK&I Notebook Category Lead to ensure alignment of vision, messaging, and execution across teams.
- Drive visibility and momentum across the Intel portfolio within internal sales teams and external partner organisations.

COMMERCIAL & DATA-LED INSIGHTS

- Analyse sales data, KPI's, and market intelligence to evaluate category health and performance, identify gaps, and implement improvement plans.
- Manage P&L and have an understanding of sell in/sell out bridge.
- Use insights to influence sales strategy, channel prioritisation, and campaign planning.
- Develop dashboards and regular reporting frameworks to track progress against objectives, supporting agile and informed decision-making.

CROSS-FUNCTION COLLABORATION

- Partner with sales, marketing, finance, and supply chain teams to ensure coordinated and timely execution of go-to-market (GTM) plans.
- Influence promotional activity, marketing campaigns, and training programmes to support product launches and sales enablement.
- Lead internal briefings and feedback sessions to ensure teams remain aligned and empowered to deliver against Intel category objectives.

HP
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Development
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SALES ENABLEMENT & PARTNERSHIPS

- Act as a subject matter expert for Intel products, specialising in those of higher value, offering guidance, training, and positioning to empower internal sales teams and channel partners.
- Create and deliver strategic enablement materials and market insights to improve sales effectiveness and partner engagement.
- Build strong relationships across key partner networks and distribution channels to drive awareness and incremental growth.

COMMUNICATION & STRATEGIC ALIGNMENT

- Represent the Intel business in internal and external forums, presenting category performance, opportunities, and plans to senior stakeholders.
- Provide ongoing communication and feedback loops between central category functions and the field.
- Collaborate on long-term strategy development, including roadmap planning, competitive benchmarking, and vertical-specific expansion.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You'll have experience in category or product management, ideally in the technology or personal systems/notebook space.
- You'll have solid understanding of sales and marketing strategies, with the ability to connect category strategy to commercial outcomes.
- You are an excellent communicator and demonstrate stakeholder management skills.
- You'll have strong analytical and reporting capabilities.
- You'll have the ability to work independently and manage priorities in a fast-paced environment.
- You'll have the knowledge of Intel technologies and Intel solutions is a strong advantage.
- 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're strong in project management skills with the ability to deliver multiple campaigns simultaneously.
- 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.

HD
Business
Development
Manager

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.

