



WE NEED YOU

WE'RE LOOKING FOR CONTENT SPECIALIST

LOCATION:

Reading HP HQ & home working
Please note there will also be occasional national travel

WORKING HOURS:

37.5 hours over Monday to Friday

SALARY/DAY RATE:

£32,000 - £35,000 per annum

OTHER BENEFITS:

10% Bonus, Competitive Reward Scheme Bonus, Company Car, Life Assurance, PerkBox 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

WE'RE LOOKING FOR A CREATIVE ENGAGING PERSON

As the HP Training and Content Specialist, you will be responsible for creating and delivering digital training content and assets across various platforms.

Your tasks include designing engaging training materials, producing immersive video content, and ensuring all outputs meet client and stake-holder requirements. You will work with the latest graphic design and interactive tools, continuously improving content delivery for retail and contact centre audiences.

Key responsibilities include delivering training as well as capturing, editing, and reviewing video content, adhering to brand and legal guidelines, and maintaining high production standards.

You will also coach and develop on-camera talent, support the creative process, and collaborate with the HP National Training and Content Manager to ensure timely and high-quality content delivery.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CONTENT CREATION

- Produce professional-grade presentations for various touchpoints
- Understand social platforms and create effective copywriting
- Create direct-to-consumer content for PDP pages
- Use Adobe Creative Suite content creation
- Utilize on-screen graphics, special effects, and transitions in video production
- Manipulate raw footage and render final content

PRODUCTION

- Direct, produce, and analyse video content for immersive training experiences
- Integrate soft skills training and sales journeys into content
- Develop immersive digital training content using interactive platforms
- Maintain and review training presentations for classroom and virtual sessions
- Design high-impact training guides and one-pagers
- Assess training needs and develop customized training solutions to address specific knowledge gaps.
- Stay up-to-date with the latest product developments and industry trends.

DELIVERING TRAINING

- Develop and deliver training programs on HP's PC, Print, and Laptop Accessories.
- Conduct in-person and virtual training sessions for sales and support teams.
- Deliver end-to-end train-the-trainer sessions across multiple teams
- Deliver high-energy, charismatic training sessions
- Provide ongoing support and coaching to trainees to ensure knowledge retention and application.

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SPECIALIST**PROCESS MANAGEMENT**

- Manage the creative process from requirements to post-production
- Conduct training needs analysis and communicate messages innovatively
- Manage work streams to meet client requirements and deadlines.
- Adhere to company and client policies, procedures, and compliance

OPERATIONS

- Operate production equipment (lighting, mixers, microphones, cameras)
- Direct camera equipment for optimal video capture
- Manage audio equipment and acoustics

CLIENT MANAGEMENT

- Create and evaluate client briefs, providing continuous feedback
- Collaborate with stakeholders throughout the project management process
- Lead and manage projects end-to-end with channel partners and third-party vendors
- Communicate effectively with senior stakeholders and team members.
- Collaborate with product managers and other stakeholders to ensure training content is accurate and relevant.

RESEARCH

- Research behavioral science trends for engaging training methods
- Identify innovative digital media trends for training communication
- Drive awareness and reach new audiences through content
- Understand the GTM process for channel ranging and customer propositions

ANALYSIS

- Measure training impact through KPIs and metrics
- Evaluate the effectiveness of training programs and make improvements as needed
- Use insights for innovative training content and identify new opportunities
- Conduct feedback workshops to evaluate and improve training content
- Expert in multiuser learning scenarios and training needs analysis

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SPECIALIST

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're proficient with the Adobe e.g Creative Suite
- You're confident in presenting – with a desire to explore the exciting world of training
- You're confident in project management and your time management skills
- You're proficient with Microsoft Office, particularly PowerPoint
- You're personable, engaging, and energetic
- You have excellent presentation, communication and networking skills.
- You're eager to tackle challenges and create change
- Willingness to travel as needed.
- You're required to have a full driving license

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.

