



WE NEED YOU

WE'RE LOOKING FOR

SENIOR GO TO MARKET MANAGER

LOCATION:

Chertsey

WORKING HOURS:

37.5 hours Monday to Friday

SALARY/DAY RATE:

£62,000

OTHER BENEFITS:

Up to 10% Bonus, Performance Bonus, Company Car, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay.

CONTACT TYPE:

Permanent

REPORTING IN TO:

Lead Retail Go to Market & Innovation Manager

blue square.

**DIVISION
SENIOR GO TO
MARKET
MANAGER****WE'RE LOOKING FOR A GO TO MARKET EXPERT**

This role is responsible for the successful delivery of all Go to Market (GTM) activity for all mobile category products in Retail & Contact Centre. The role of Senior Go to Market Manager is to ensure the execution of all product launches is to time, within budget and executed with excellence in all channels, meeting the requirements and exceeding the KPIs set by Samsung HQ.

This position would suit candidates with a deep knowledge of retail GTM and product launches who are enthusiastic and passionate about new technology, understands the retail environment and can work to an exceptionally high standard.

This role is responsible for the delivery of in store security, display products, POS, digital content, retail furniture and fixtures and the end-to-end project management of our retail product launches and executions across channel partner stores and contact centres.

TO MAKE A REAL DIFFERENCE IN THESE AREAS**STAKEHOLDER ENGAGEMENT**

- Work closely with product team to build a detailed knowledge of the IM portfolio and ensure all product specs are updated on relevant.
- Liaise with the projects team ensuring we are ready to support future innovations in GTM and support all Project based GTM activity as well as ensuring alignment to capitalise on cost efficiencies.
- Build strong relationships with the digital teams to ensure an Omni channel approach to all GTM launches and projects.
- Conduct regular store visits and build relationships with retail field teams, keeping the customer and the heart of all decisions
- Provide leadership and coaching to the Go to Market Managers and wider team

GO TO MARKET EXECUTION

- Own the end-to-end GTM plan for product launches into retail, managing all steps of the process and timelines, updating senior leaders and identifying risks and opportunities
- Own and lead the weekly retail GTM meetings with detailed output to be circulated and represent retail in the central GTM meeting and other associated forums
- Own and coordinate display device forecasts across the wider business
- Ensure company vision and goals are driven through the GTM strategy and execution of devices at launch as well as in life

PROJECT MANGEMENT

- Management of multi million budget from forecasting through to delivery
- End to end project management of all MX product launches
- Manage the team to create and develop all POS requirements and planograms based on store ranging and product roadmap
- Ensuring the correct and appropriate security solutions are used for each new product launch and that solutions are being strategically developed to balance security with customer experience

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AGENCY PARTNERSHIP

- Build, maintain, develop & grow key relationships with critical agencies and marketing vendors used for GTM and POS, creative, design and installation
- Create detailed estate maintenance activities across briefs and associated process for agencies for all GTM activities, considering tender of each activity to ensure efficiencies of cost and service
- Create detailed POS briefs and work closely with brand team and creative agencies on artwork, ensuring this is approved and print ready to achieve launch deadlines

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're able to demonstrate strong IT skills including Microsoft Excel and PowerPoint with knowledge of how to analyse data and create reports to show results.
- You're experience with SAP or similar would be advantageous.
- You have excellent eye for detail - can identify trends and patterns of information and can communicate findings in a clear and concise manner.
- You have the ability to see issues before they arise and plan for contingency.
- You have experience of working in a fast-paced environment, able to prioritise tasks and make clear recommendations.
- You have strong written and verbal communication skills, ability to effectively communicate at all levels
- You can build and maintain effective working relationships within our house teams as well as external vendors who are critical to the success and deliverables of this role
- You are able to maintain an expert understanding of Market trends, competitor activity & consumer buying patterns.
- You can adhere to company and client policies, procedures and compliance
- You are able to plan and prioritise you're own time efficiently and effectively
- You are able to confidently present action plans & strategies to key stakeholders
- You have strong communication skills
- You have good inter-personal and communication skills. Hands-on approach.
- You're a self-sufficient and able to work under pressure
- You have a flexible and adaptable with ability to work in diverse cultural environment
- You are enthusiastic and passionate about retail
- You have the ability to work to tight deadlines in a fast-paced environment
- You're eager to tackle challenges and change with limited information
- You have a full UK driving licence

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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.

