



WE NEED YOU

WE'RE LOOKING FOR

HP Brand & Creative Manager

LOCATION:

Reading & Home Working

WORKING HOURS:

Monday – Friday 37.5 hours per week

SALARY

Up to £48,000 per annum

BENEFITS

Life Assurance, Reward Hub Discounts, Aviva Pension, HP Discounts, Company Sick Pay

CONTACT TYPE:

Permanent

REPORTING IN TO:

Senior Client Service Manager

WE'RE LOOKING FOR AN EXPERIENCED CONTENT & BRAND SPECIALIST!

We're looking for an experienced content and brand specialist who knows how to craft best-in-class creative for a global brand.

In this role, you'll shape HP's brand expression across every customer touchpoint, developing content strategies that drive measurable impact. You'll partner with internal creative teams and external agencies to deliver assets that reflect HP's global identity while resonating with UK&I audiences. From in-app experiences and product packaging to lower-funnel Amazon videos, you'll ensure content is tailored to each stage of the customer journey and aligned to business and campaign KPI's.

You'll be the voice and vision behind HP's brand expression in UK&I—ensuring every touchpoint reflects our values and resonates with our customers. Your ability to combine creative excellence with customer insight will drive meaningful engagement, loyalty, and business growth.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

BRAND & CREATIVE EXCELLENCE

- Champion HP's global brand guidelines and tone of voice across all marketing outputs.
- Ensure localisation of global assets and campaigns for UK&I without compromising brand integrity.
- Support creative development and strengthen brand consistency across all initiatives.

CUSTOMER-CENTRIC CONTENT STRATEGY

- Develop a deep understanding of customer profiles, pain points, and behaviours by reviewing research and insights.
- Build content strategy frameworks based on business objectives, customer insights, and KPIs (e.g., engagement, awareness, consideration, conversion, retention, loyalty).
- Conduct 360° content audits across the entire customer journey, identifying gaps and recommending improvements to drive measurable impact.

CONTENT EXPERTISE ACROSS CHANNEL

- Craft content tailored to different journey stages and KPIs, ensuring maximum effectiveness for each touchpoint. from in-app experiences and product packaging to lower-funnel Amazon videos and social media campaigns.
- Advise on best practices for content performance and optimization across digital, print, PR, social, influencer, audio, video, and retail environments.

CONTENT REVIEW & CREATIVE SUPPORT

- Review and refine content for brand alignment, tone, and messaging standards.
- Provide structured, actionable feedback to creative teams and agencies.
- Maintain and evolve content guidelines, toolkits, and best practices.
- Share brand updates and creative insights through internal channels (SharePoint, webinars, newsletters).

BRAND LOCAL ACTIVATIONS

- Drive local brand activations such as experiential in-person events and influencer campaigns, ensuring alignment with HP's brand strategy and customer engagement goals.

COPYWRITING & EDITORIAL

- Craft and refine copy that is clear, human, and engaging across multiple formats.
- Proofread and edit for accuracy, grammar, and tone consistency.
- Translate briefs into customer-friendly messaging and maintain high editorial standards.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're an excellent communicator and collaborator, with the ability to work across teams and regions.
- You're a solutions-based individual who is able to forecast industry/stakeholder changes.
- You're an expert in content strategy and execution across diverse formats and customer journey stages.
- You'll have strong understanding of global marketing processes, including asset development and localisation.
- You'll have a proven ability to manage high-impact projects and multiple priorities.
- You're skilled in content analysis, creative feedback, and deadline-driven delivery.
- You'll have experience working with creative agencies and managing brand activations.
- You're a strategic thinker with a solutions-based approach and ability to anticipate industry trends.
- You'll have the ability to collaborate effectively across multiple functions and regions to align priorities and deliver unified brand experiences.

HP
BRAND & CREATIVE
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.

