



# WE NEED YOU

**WE'RE LOOKING FOR**  
ONLINE RETAIL MANAGER

**LOCATION:**  
Chertsey

**WORKING HOURS:**  
Monday to Friday, 37.5 hours per week

**SALARY:**  
Up to £65,000 per annum

**OTHER BENEFITS:**  
10% Bonus, Car Allowance, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay.

**CONTACT TYPE:**  
Permanent

**REPORTING IN TO:**  
Digital Channel Performance Lead

## WE'RE LOOKING FOR AN ONLINE RETAIL EXPERT

An exciting opportunity has arisen within Samsung for an Online Retail Manager. In this role, you'll play a crucial role in analysing digital performance, to deliver a significantly improved online experience across multiple channels. You'll drive continuous improvement of our digital investments, working closely with our channel partners (Operators, Retailers or Pure Players).

Working closely with our data insights team you will interpret digital sales trends to identify opportunities and roll out strategies to drive growth. You'll develop strong relationships with your channels and accounts, helping them build an improved online experience for consumers, and ultimately driving online sales, able to demonstrate the why and how this was achieved.

If you're a business to consumer or direct to consumer expert who can work collaboratively across multiple stakeholders and partners, bringing them on the journey with you and able to demonstrate a clear return on investment this role is for you!

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### ONLINE CUSTOMER EXPERIENCE

- Utilise data insights and logic to analyse customer experience
- Identify pain points, and implement strategies to enhance the overall online shopping experience for our customers

### MAXIMISE ONLINE CHANNEL LAUNCHES AND EVENTS

- Develop and execute plans to optimise key performance indicators (KPIs) related to digital launches, ensuring timely and effective activation of images, content, and videos to drive engagement and sales
- Understand customer feedback, through online reviews and customer star ratings to drive improvements
- Review success of multiple product launches and areas for improvement to ensure all campaigns are successful
- Measure the impact of incremental conversion, increasing share of category

### DATA AND INSIGHTS EXCELLENCE

- Leverage data to identify trends, performance gaps, and opportunities for improvement within accounts
- Translate insights into actionable strategies to optimise digital activations and drive business growth
- Balance the art and science of being a data-driven marketer, mining insights and data to optimise for performance
- Competitor analysis to identify areas to make meaningful impact

**SAMSUNG  
ONLINE RETAIL  
MANAGER****STAKEHOLDER MANAGEMENT**

- Foster strong, collaborative relationships with external retail accounts through effective communication, strategic guidance, and delivering measurable results
- Act as a trusted advisor and partner to help accounts achieve their digital activation goals and drive mutual success
- Understanding stakeholder requirements across multiple partners and departments

**PERFORMANCE ANALYSIS AND IMPROVEMENT**

- Collaborate closely with account contacts to assess performance metrics, identify areas of underperformance, and work together to address challenges and implement solutions
- provide guidance and support to help account contacts improve their digital activation strategies and outcomes
- Lead in solving business challenges and contributing to the development of new insights and methods to engage our partners and channel customers

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

- You're experienced in digital and E-commerce, able to optimise user experience across retailer websites
- You're data savvy with experience identifying consumer trends with the ability to , able to influence consumer metrics and behaviours
- You're experienced in driving change by converting data insights into creative solutions
- You're an analytical problem solver
- You're able to demonstrate a measurable impact of incremental conversion and share of category
- You're a strong project manager with experience delivering project plans and leading digital schedules across parallel projects. Able to influence senior digital specialists from our retailer partners through data driven insights
- You're an excellent communicator with the ability to influence and build positive relationships at all levels with a variety of internal and external stakeholders
- You're able to demonstrate strong commercial acumen used for campaign and digital touchpoint optimisation, with proven delivery of commercial results through digital innovation
- You're strategic to approach to online sales and engagement
- You've got excellent interpersonal skills used to champion best-in-class online executive across Retailer Digital teams.

SAMSUNG  
ONLINE RETAIL  
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.

