



WE NEED YOU

WE'RE LOOKING FOR

Brand Marketing Manager

LOCATION:

Reading HP HQ & Home-working

WORKING HOURS:

Monday – Friday, 37.5 hours per week

SALARY/DAY RATE:

Up to £48,000 per annum

OTHER BENEFITS:

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

REPORTING IN TO:

Account Director

WE'RE LOOKING FOR A CONFIDENT, DETAIL-ORIENTED PERSON

We are seeking a Brand Marketing Manager with a strong eye for detail to lead key Print initiatives and align global marketing efforts at HP. Focusing on worldwide NPI project management, working alongside the Marketing Services team, and creating educational resources. You will play a pivotal role in content review, communication, and supporting global marketing processes, including leading high-impact projects.

This is a vital role ensuring HP customers understand our products and messaging in an easy to read yet informative manner. Focusing on managing communication between internal and external teams, ensuring timely delivery of assets, and overseeing the smooth execution of global marketing strategies.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CONTENT REVIEW & BRAND AGENCY SUPPORT

- Conduct thorough reviews of branding content to ensure alignment with brand guidelines, assessing language, tone of voice, and overall message consistency
- Collaborate with creative teams and agencies to provide feedback on multiple forms of content, including video, static images, packaging, influencer social media content, audio, and print ads.
- Review and refine copy to ensure clarity, engagement, and adherence to brand voice, covering a range of formats such as publications, newsletters, blog posts, social media, and website content.
- Support the creation and maintenance of content guidelines, outlining key messaging strategies, tools, and processes.
- Leverage internal communication tools (e.g., webinars, SharePoint, newsletters) to share updates, best practices, and content insights with stakeholders.

PROJECT MANAGEMENT

- Lead cross-functional projects from planning to execution, ensuring timelines, deliverables, and objectives are met
- Collaborate with worldwide (WW) teams to align global strategies with regional execution, maintaining clear and consistent communication.
- Support customer acquisition efforts by analysing how HP attracts and engages customers, leveraging insights to inform project strategies
- Drive the development and execution of compelling content for campaigns, ensuring messaging aligns with business goals and resonates with target audience

HP
BRAND
MARKETING
MANAGER**BRAND GUIDELINES**

- Review and approve print marketing content to ensure it aligns with global brand guidelines and meets regional needs.
- Supporting across the Marketing, PR and Digital teams to develop an array of content marketing materials in-line with HP's brand guidelines.
- Responsible for contributing to the definition and amplifying the tone of voice.

COPYWRITING

- Ensuring high level content is produce with excellent grammatical accuracy
- Proof for spelling and grammar and ensure copy reaches its audience error-free.
- Responding to briefs from across different departments, helping foster a human tone through copy that captures and engages consumers

COLLABORATION

- Build and review briefs with creative agencies, ensuring brand guidelines are adhered to
- Drive collaboration between global and local teams for seamless execution of UK&I campaigns.
- Collaborate with category teams to align on plans, communications, and marketing strategies.

**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 experienced working across agency
- You're a deadline driven worker who can analyse content and is not afraid to feedback accordingly
- You're knowledgeable about global marketing processes, including asset development, localisation, and content review.
- You're capable of managing high-impact projects, including branding or large-scale marketing initiatives.
- You have experience managing multiple projects and stakeholders

HP
BRAND
MARKETING
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.

