

ARE YOU THE ONE?

As the Lead Retail Go-to-Market & Innovation Manager, you're in charge of successfully executing all Go-to-Market and Retail projects in our 3000 stores and contact centres. Reporting to the Head of Retail & Contact Centre Activation, you play a pivotal role in ensuring product launches and retail initiatives are on time, within budget, and of the highest quality.

You'll oversee the entire Go-to-Market operation, with two direct reports: the Senior Retail GTM Manager and Senior Retail Project Manager. Expect to collaborate across departments to achieve our business objectives and retail strategies.

This position would suit candidates who are agile, solutions-focused, organised, and strategic, have a high level of attention to detail and possesses strong relationship-building and influencing skills. A challenging and exciting role where no two days are the same.

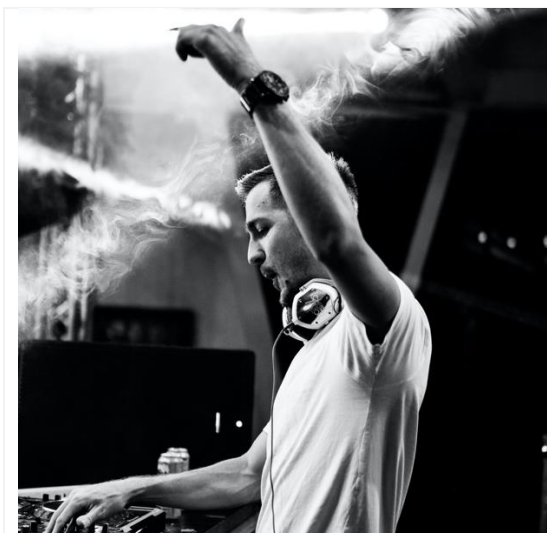
WHAT YOU'LL BE UP TO



Strategy

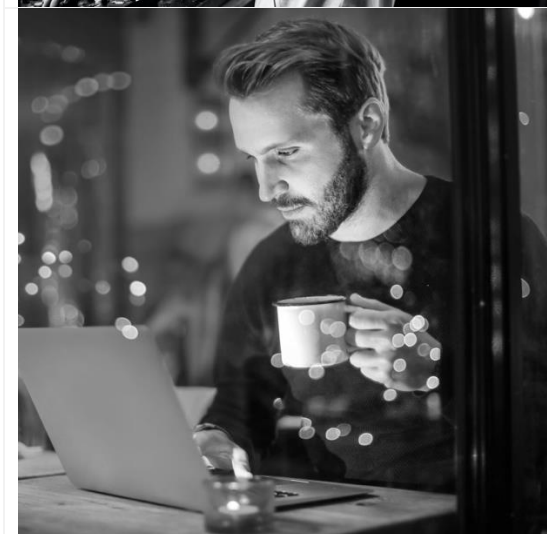
Provide and drive clear direction and strategy for the Retail Go To Market and Projects function ensuring company vision and goals are at the heart of all activity.

Annual strategy development – channel investment, furniture and product execution.
Manage and drive efficiencies of display device investment within the agreed channel return parameters.



Leadership

Develop, coach and mentor senior managers within the team.
Manage escalations to senior stakeholders.




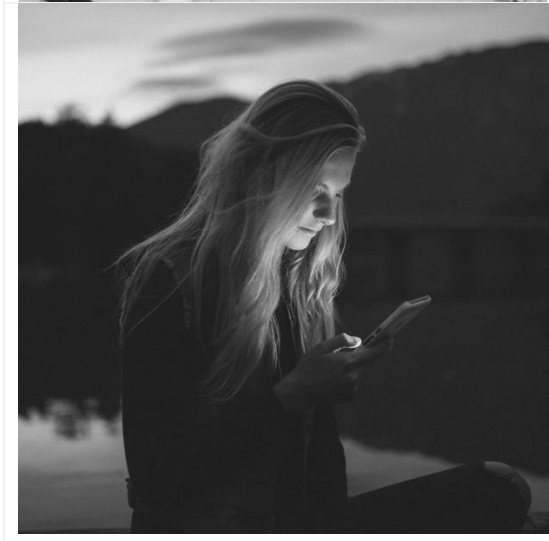
Budget Management

Budget forecasting/presentation and management circa £8-10m pa.
Delivery of all MX product launches and Retail projects to forecasted budget and timeline.



Presentation

Present action plans & strategies to key stakeholders for budget approval.
Analysis of all execution return on investment. Outcome presentation to senior leadership

	<h2>Professional Relations</h2> <p>Build, maintain, develop & grow key relationships with critical agencies and marketing vendors used for GTM and Project activities.</p>
	<h2>Research</h2> <p>Source/discover/evaluate value of potential new agencies to engage with. Consider tender of each activity to ensure competitive cost and service SLAs. Work closely with product team to build a detailed knowledge of the IM portfolio and intricacies of launch process.</p>

ARE YOU OUR PERFECT PARTNER?

- Passionate
- Resilient
- Coherent
- Solution-focused

WHAT YOU CAN EXPECT FROM US

- Competitive Salary: £70,000 – £75,000 Per Annum
- Performance Bonus: 20%
- Company Car
- Company Sick Pay
- Death in service
- Life Assurance: 4 times your annual salary
- Perkbox (Rewards Portal)
- Development Opportunities– our teams have historically moved from area roles into all manner of other jobs!

- Hybrid working

WHO ARE WE?

We're Blue Square. An award-winning, retail marketing agency connecting and engaging audiences with some of the world's most loved brands. We believe in the power of human touch across the buyer to customer journey to grow sales, increase loyalty and build brand love for our clients. People are at the centre of our success. We go above and beyond to support, develop and nurture our talented employees to driver personal growth and love what they do.

At the heart of our agency are our ETHIC values – and we're on a mission to work with individuals who share and believe in them.

