



# WE NEED YOU

## WE'RE LOOKING FOR

Go-To-Market Manager

### LOCATION:

Chertsey & Home Working

### WORKING HOURS:

Monday – Friday, 37.5 hours Per Week

### SALARY/DAY RATE:

£42,000 Per Annum

### OTHER BENEFITS:

10% Bonus, Life Assurance, Rewards Hub Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay.

### CONTACT TYPE:

Permanent

### REPORTING IN TO:

Senior Go-To-Market Manager

## WE'RE LOOKING FOR AN ENTHUSIASTIC RETAIL PRODUCT LAUNCH EXPERT

As our Go-To-Market Manager you will be responsible for creating and delivering the retail and Contact Centre Go to Market plans of your category product launches within Samsung Mobile Experience (MX) Retail. Ensuring the retail execution of all product launches are delivered on time, within budget and executed with excellence in all applicable channels. This role requires someone who can work with external vendors, wider internal teams and with the ability to learn and embrace the retail and contact centre estate across multiple channels.

This position would suit candidates who are enthusiastic and passionate about new technology, who understand the retail environment and who can work to an exceptionally high standard. We are looking for flexible individuals as working hours may vary occasionally. A challenging and exciting role where there is an excellent opportunity for progression.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### LAUNCH PROJECT MANAGEMENT

- End-to-end project management of Samsung's new product launches within retail and contact center touchpoints
- Responsible for keeping all GTM (Go-To-Market) activities on track and escalating issues as early as possible
- Create and develop all furniture and POS (Point Of Sale) brief requirements for GTM activities, and product launches

### PRODUCT MANAGEMENT

- Manage and deliver 6+ product launches per year in retail and contact center sites
- Present timelines and plans for all product launches that can be shared with key internal stakeholders
- Responsible for ensuring the correct security/cradles are used for each new product launch

### STRATEGY DEVELOPMENT

- Working with the Senior GTM Manager to define the retail and contact centre launch strategy
- Liaise with the Projects team to understand any overlaps between GTM launches and new projects launching in retail/contact centres
- Planning team to forecast the retail display units and understand when the retail display devices will be arriving into the UK

**Samsung**  
**GO-TO-MARKET**  
**MANAGER****OPERATIONS & PROCESS**

- Create necessary processes to deliver all key activities for your products and projects
- Day-to-day GTM operational support across the wider team
- Working with the wider GTM team to align the product plans with the promotional plans
- Communicate the GTM plans to the Planogram Manager who will create the planograms for each launch across all channel's
- Create detailed briefs and associated process for agencies for allocated launch GTM activities
- Collaborating with the Supply Chain team and Demand

**BUDGET & STAKEHOLDER MANAGEMENT**

- Work with external agencies to deliver the retail plans effectively and efficiently
- Manage and track the GTM product launch budget, making cost savings where possible
- Report back to Samsung HQ (in Korea) on the status of the product launch
- Responsible for CPA (Critical Path Analysis), budget and deadline management within applicable launches
- Develop & maintain key relationships with agencies and Marketing Vendors used for GTM activities
- Relationship building with internal stakeholders and ensuring alignment with retail channel managers
- Conduct regular store visits and build relationships with retail field teams, keeping the customer and the heart of all decisions

## Samsung GO-TO-MARKET MANAGER

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

- You're experienced in project management and planning.
- You're creative, with the ability to think outside the box when developing new ideas and initiatives.
- You're resilient under pressure and driven by a passion to succeed.
- You're organized and able to prioritize tasks efficiently and effectively.
- You're confident in presenting action plans and strategies to key stakeholders.
- You're skilled in advanced PowerPoint creation for a variety of presentation types.
- You're committed to adhering to company and client policies, procedures, and compliance standards.
- You're effective at building and maintaining strong working relationships with both in-house teams and external vendors.
- You're a proactive go-getter, eager to take on new challenges.
- You're confident in your abilities and motivated to expand your role and scope.
- You're a collaborative team player who contributes meaningfully and supports others.
- You're detail-oriented, recognizing the importance of precision and accuracy.
- You're enthusiastic and passionate about retail

**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.**

