



WE NEED YOU

WE'RE LOOKING FOR

CX Marketing & Communications
Executive

LOCATION:

Chertsey & Home Working (ad hoc travel)

WORKING HOURS:

37.5 Hours Per Week, Monday - Friday

SALARY/DAY RATE:

Up to £35,000 Per Annum

OTHER BENEFITS:

15% Bonus, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay.

CONTACT TYPE:

Permanent

REPORTING IN TO:

Marketing & Communications Manager

WE'RE LOOKING FOR AN AMAZING MARKETING COMMUNICATIONS EXPERT

The Consumer Experience Marketing & Communications Executive will work with internal & external teams to ensure Samsung CX (Consumer Experience) propositions are front and centre when a customer requires support.

Reporting into the CX Marketing & Communications Manager, this role is focussed on maximising the value of every customer interaction across all Samsung's CX touchpoints in order to drive lifelong customer loyalty.

The Marketing & Communications team is a growing function within the SEUK CX (Samsung Electronics UK, Consumer Experience) team and as such there is a wealth of opportunity and headroom to develop in this role. We interact with and support all teams within CX including Service Delivery, Contact Centre, Operations, Commercial and B2B, giving you varied exposure with high reward.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

EMAIL CAMPAIGNS

- Manage CX's (Consumer Experience) end-to-end repair journey email/SMS communications. Working with CE and MX Service Delivery Teams to assess email trigger points and ensure content is optimised to support our customers – measured by C-SAT (customer satisfaction) and post-repair surveys.
- Support the Marketing & Communications Manager with our new programme of CX CRM (sending support email communications to DTC and non DTC customers) with 3rd party support.

STAKEHOLDER MANAGEMENT

- Support monthly Service Delivery team meetings ensuring audit, compliance and governance across Samsung's Authorised Service Centres (ASC) in line with brand guidelines.
- Content creation - management of 3rd party agencies/teams to devise creative briefs, review scripts/storyboards, social media and digital content.

PROJECT MANAGEMENT

- Weekly Knowledge Forum participation to drive alignment of customer communication messaging -branding, content, tone of voice and naming convention - across all customer touchpoints e.g. Samsung.com, Online troubleshooter, Chatbot, FAQs, Community, Youtube and 3rd party forms e.g. Which? Trusted Trader accreditation, Sign Language Support, Component Repair as well as CX accessibility and sustainability initiatives.
- Support and lead cross team and cross divisional meetings on key Marcomms projects and initiatives to ensure they run on time, within budget and within scope.

CONTENT & COPYWRITING

- Ideate and write monthly articles to be published on Samsung Members App, driving customer volume to support.com to self-learning, tips and tricks and 'how to' content.
- Work with Social and Contact Centre teams to seek out and expand Social Media opportunities on Samsung social platforms e.g., X (formerly known as Twitter), Instagram etc
- Support the Digital and Customer Journey Teams to launch support.com changes and new pages with digital briefs, copy review, asset creation, brand sign off and CX branding governance.

CUSTOMER EXPERIENCE BRAND GUIDELINES

- Maintain and develop the CX (Consumer Experience) brand guidelines to ensure all CX materials are compliant with Samsung global guidelines and deliver the best brand experience for customers e.g. typography, colour palette, iconography, videos & thumbnails, digital assets, presentation decks etc.
- Grow the voice of our customers – conduct weekly activity performance reporting and monitor core CX metrics e.g. Customer Satisfaction , Net Promoter Scores etc
- Be a champion for the CX brand both internally within CX and other Samsung Divisions as well as in driving support related communications and content with our customers

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You have strong abilities across MS office, including Excel and PowerPoint
- You're a confident communicator, able to handle a variety of stakeholders
- You have good inter-personal skills with strong written and verbal communication
- You have an eye for detail to support on copy and content needs
- You have a passion for operational excellence and can effectively problem solve
- You're creative, with the ability to think of 'out of the box' when it comes to developing new ideas and initiatives.
- You're able to use data to influence your decisions and analyse performance
- You're organised individual with the ability to work in multiple projects and initiatives.

Samsung
Marketing
Communications
Executive

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.

