



# WE NEED YOU

## WE'RE LOOKING FOR

AMD & HP Channel Programs Manager

### LOCATION:

Reading & Home Working

### WORKING HOURS:

Monday – Friday 37.5 hours per week

### SALARY

£35,000 - £45,000 per annum

### BENEFITS

Life Assurance, Reward Hub Discounts, Aviva Pension, HP Discounts, Company Sick Pay, Car Allowance, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

### CONTACT TYPE:

Permanent

### REPORTING IN TO:

Senior Client Service Manager

**blue square.**

HP  
**AMD & CHANNEL  
PROGRAMS  
MANAGER**

## **WE'RE LOOKING FOR A SALES ORIENTATED, MARKETING, BUSINESS PARTNER!**

We are seeking an AMD & Channel Programs Manager who will be responsible for driving AMD and HP marketing strategies through our commercial channel partners and distributors. This role involves a combination of business planning, partner enablement, marketing execution, and sales strategy implementation to grow the total HP portfolio. You'll lead marketing programs and provide support to partners to ensure effective execution, while also identifying growth opportunities across product categories.

## **TO MAKE A REAL DIFFERENCE IN THESE AREAS**

### **CHANNEL ENGAGEMENT & MARKETING EXECUTION**

- Lead and manage AMD and HP commercial channel marketing and enablement programs.
- Create and execute tailored, measurable marketing plans with partners.
- Drive channel communication including newsletters, social campaigns, and promotions.
- Manage Proof of Execution (POE) and Proof of Cost (POC) for all AMD/HP campaigns.
- Coordinate partner events and facilitate training initiatives.
- Serve as liaison for partner services agencies (PSAs), including briefings, branding, and training.

### **PARTNER RELATIONSHIP MANAGEMENT**

- Act as the primary HP contact for assigned partners.
- Build strong relationships across all levels within partner organisations.
- Develop and co-own business plans to grow HP's portfolio and share of wallet.
- Facilitate quarterly business reviews (QBRs) and present detailed YoY sales analysis.
- Gather and report on partner forecasts, market insights, and competitive intelligence.

### **SALES STRATEGY & ENABLEMENT**

- Identify partner opportunities and define sales pursuit strategies.
- Assist with deal support, bid requests, and product delivery coordination.
- Lead education initiatives to motivate partners and upskill personnel on HP's product roadmaps and solutions.
- Champion the HP Amplify Partner Program, including qualification tracking and initiative deployment.
- Initiate recommendations for PC specialisations and rebate program optimisations.

### **BUDGET & PROGRAM MANAGEMENT**

- Manage AMD Market Development Funds (iMDF) and HP alliance budgets.
- Track campaign budgets and ensure accurate execution and claiming.
- Host and facilitate SPIFF days and promotional activity days at partner sites.

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

- You'll have proven experience in partner/channel/account management, preferably in the tech sector.
- You'll have strong commercial acumen with the ability to identify and capitalise on opportunities.
- You have strong written and verbal communication skills, with a persuasive and solution-oriented approach and presentation capabilities.
- You'll have the ability to manage multiple priorities and work collaboratively across teams.
- You'll have excellent relationship-building skills at all levels.
- You'll be a strategic thinker with problem-solving mindset.
- You're self-motivated, resilient, and adaptable.
- You'll have experience with marketing and sales enablement programs.
- You'll have strong analytical, planning, and time management skills.
- You'll have a strong organisational and multitasking skill, with the ability to work independently and proactively.
- You'll have a high proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and familiarity with tools like SharePoint, and digital collaboration platforms.
- You're comfortable in a fast-paced, matrixed environment with a focus on execution, measurement, and improvement.
- You'll have a passion for technology and innovation.

**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.**



