



WE NEED YOU

WE'RE LOOKING FOR

Omnichannel Marketing Manager

LOCATION:

Chertsey & Home Working

WORKING HOURS:

Monday to Friday, 37.5 hours per week

SALARY:

£55,000 - £60,000 per annum

OTHER BENEFITS:

10% Bonus, Company Car, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay

CONTACT TYPE:

Permanent

REPORTING IN TO:

Omni Channel Marketing Lead

blue square.

WE'RE LOOKING FOR AN OMNICHANNEL EXPERT

Samsung's Omni-Channel team is committed to activating the best execution for all MX products (mobile, tablet, wearables, audio, computing, and accessories). This role defines and controls what consumers "see", "feel" and "hear" about Samsung MX product & services within our Channel partners.

It's in our DNA to "Do what you can't" and be pioneers in the industry. By ensuring we commercialise our marketing, deliver execution leadership and drive innovation, we continue to defend our stronghold in the UK market.

The Omni-Channel Marketing Manager role is a pivotal role within the MX Omni Channel Marketing team, working to ensure that we deliver world-class marketing, on-time and aligned to our SEUK vision, as well as laddering up to the goals of our channel partners.

This role requires for a multi-skilled Marketing Manager, with strong experience in digital marketing able to thrive in a fast-paced, ever-evolving environment. Someone who's able to harness relationships with our channel partners & develop channel plans which drive positive commercial results for the MX business, across multiple product categories.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

OMNICHANNEL MARKETING

- Work with the retailer channel account teams (Account Director and Account Manager) to plan and execute multiple product launches and promotions across the Samsung laptop category.
- Execute quarterly promotional plans ensuring a high share of voice is achieved, through various touch points of the channel customer journey (TTL)
- Deliver brand, commercial and channel objectives (with specific focus on sell out) with our agencies and the channel partners Currys & John Lewis.
- Responsible for budgeting and managing spend within channels, as well as effective management of marketing accruals, which are associated with channel commercial terms contracts.
- Lead on channel partner negotiations, leveraging all investment types, to unlock new opportunity & development of the account business.
- Strong commercial understanding, implementing marketing activities linked back to commercial priorities.

PROJECT MANAGEMENT

- Collaborate on special projects and joint business plan initiatives, in conjunction with channels to drive longer term growth of SEUK channel performance
- Responsible for ensuring internal marketing processes are being followed, prior to committing any spend
- Organise and attend weekly/monthly/quarterly marketing planning meetings with the channel partners where appropriate.
- Facilitation and management of first & third-party budgets, allocating correctly to all channel partners. Third parties including Qualcomm, Intel & Microsoft.

**SAMSUNG
OMNICHANNEL
MARKETING
MANAGER****DIGITAL EXCELLENCE**

- Digital excellence using our Samsung Digital Blueprint, ensuring channels adhere to blueprint standards and we continually evolve how we execute brilliant basics in digital touchpoints (including ongoing reporting and optimisation)

REPORTS AND ANALYSIS

- Timely delivery of reports including quarterly marketing plans, execution compliance & budget reviews & analysis
- Analysing post-launch/campaign results ensuring learnings & recommendations are shaping future activities
- Tracking of competitor activities to ensure Samsung maintain strong SOV, execution leadership & unique points of difference across our channels

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

- You're passionate about technology – specifically computing, mobile, and innovation
- You're experienced in 360 marketing, with a focus on digital (and clear understanding of digital marketing metrics)
- You're able to demonstrate experience of managing marketing budgets
- You're able to seek out and build relationships with multiple internal and external stakeholders in order to successfully deliver on key projects
- You're experienced in managing and leading on negotiations with third parties
- You're an expert in multi-tasking, able to project manage large & sometimes complex activities
- You're able to prioritise effectively, aligning to business priorities and KPI's
- You're a self-starter with a proactive approach to work, able to adapt quickly to an ever-changing environment
- You're a team player with a can-do attitude & spirit
- You're detail orientated
- You're a strong communicator, able to demonstrate excellent presentation skills

SAMSUNG OMNICHANNEL 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.

