



# WE NEED YOU

## WE'RE LOOKING FOR BRAND EXPERIENCE EVENT MANAGER

### LOCATION:

National across the UK & Ireland

### WORKING HOURS:

Flexible rota basis pattern

### SALARY:

£37,000 pro rata

### OTHER BENEFITS:

Company Car, 10% Performance Related Bonus,  
Company Sick Pay

### CONTACT TYPE:

Fixed Term Contract – 3 Months / December 2024

### REPORTING IN TO:

Client Services Manager

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BRAND  
EXPERIENCE  
EVENT MANAGER**

## **WE'RE LOOKING FOR A DYNAMIC, TECH SAVVY EXPERIENCE MANAGER**

Are you ready to hop on the bus and lead a team to elevate next level customer experiences whilst immersing yourself in the exciting world of Samsung? This is your chance to be a part of our latest experiential activation!

You'll play a leading role in creating unforgettable brand experiences, driving interactions, and showcasing the latest Samsung cutting-edge technology. You will bring high energy, creating an electric atmosphere that draws people in. This role requires a blend of technical expertise, people management, charisma, and a passion for delivering unparalleled customer experiences.

Flexibility is a must as you'll be travelling across the UK and/or Ireland, visiting some of the biggest and busiest shopping centres and high streets. You'll thrive in a fast-paced, dynamic, and exciting experiential environment.

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

### **CAPTIVATE AND CONNECT**

- Be the face of Samsung, capturing the attention of consumers with your infectious energy and enthusiasm. Establish meaningful connections with customers, creating a positive and memorable brand experience
- Create retail theatre and memorable demonstrations
- Create unforgettable brand experiences by showcasing the latest Samsung technology to consumers, bringing this innovative interactive pop-up bus experience to life
- Maintain up-to-date knowledge of Samsung mobile products and features to deliver accurate and compelling interactions
- Take ownership of your experiential space through monitoring feedback and making necessary improvements to optimise return on investment

### **BRAND EXPERIENCE**

- Take ownership and accountability of the pop-up bus experience within your remit
- Drive brand awareness through memorable interactions, leveraging expert product knowledge and promoting brand loyalty
- Bring Samsung products to life through interactive and immersive activations. Plan and execute experiential events that showcase the uniqueness and power of Samsung technology
- Craft compelling narratives that resonate with diverse audiences. Share the Samsung story in a way that sparks curiosity and leaves a lasting impression.

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### VIP AND STAKEHOLDER INTERACTIONS

- Establish and grow positive relationships with internal stakeholders, external stakeholders, and our client
- Be a trusted expert, engaging in VIP stakeholder interactions with poise and professionalism, delivering exceptional experiences that exceed expectations
- Take ownership of managing support staff on the pop-up bus, motivating and inspiring others to achieve team success

### BRAND STANDARDS

- Take accountability for brand standards, ensuring the set up and close of the experience is compliant with processes and within a timely manner
- Deliver against key performance indicators (KPIs), ensuring interaction and net promoter score (NPS) targets are delivered and exceeded
- Ensure the pop-up bus experience is always maintained and presentable
- Ownership of reporting on key deliverables and making recommendations to improve the overall experience

### NATIONWIDE TRAVEL

- Being the face of this experience, you'll bring the excitement of Samsung's latest innovations directly to consumers across diverse retail environments, ensuring coverage across the UK and Ireland, and delivering best-in-class experiences at every touchpoint
- Be flexible and adaptable, embracing change and last-minute requests
- Approach each journey with enthusiasm and professionalism, ensuring every aspect of the pop-up bus experience runs smoothly and seamlessly

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

- You've got a full UK driving license with a willingness to travelling long distances when required
- You're an experienced people manager, able to influence and guide a team
- You're experienced working on brand activations within a management position
- You're passionate and experienced in delivering exceptional customer experiences and interactions to drive sales
- You've got a natural ability to engage and bring brand and products to life, with consumers
- You're innovative and organised, constantly seeking ways to elevate the retail environment and streamline operations
- You're excited about technology, especially Samsung products. A quick learner who can become a product expert who can demonstrate an innovative approach
- You're an experiential marketing expert, with a track record of delivering successful brand events
- You can bring high energy and enthusiasm. We're looking for individuals who can motivate and inspire others
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- You're an excellent communicator with strong interpersonal skills. You will be comfortable striking up conversations with strangers and making them feel excited about Samsung.
- If you are multilingual, it would be an advantage!

**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.**

