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# WE NEED YOU

## WE'RE LOOKING FOR

Senior Retail Programmes Manager

### LOCATION:

Chertsey/Home Working

### WORKING HOURS:

Monday – Friday, 37.5 hours per week

### SALARY::

£53,000 - £58,000 per annum

### OTHER BENEFITS:

10% Bonus, Life Assurance, Discount portal, Aviva Pension, HP Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

### CONTACT TYPE:

Permanent

### REPORTING IN TO:

Head of Product Training Strategy

blue square.

## **WE'RE LOOKING FOR A STRATEGIC LEADER WITH A PASSION FOR RETAIL PROGRAMMES AND COMMERCIAL IMPACT**

As our Senior Retail Programmes Manager, you will take full ownership of the strategy, development, and execution of a national brand ambassador programme. This is a high-impact role designed for someone who thrives on driving influence, delivering measurable ROI, and leading teams to success.

Working closely with the Head of Product Training Strategy, you will shape long-term plans to expand programme reach, leveraging seeded devices to drive recommendation, engagement, and sell-out across a diverse product portfolio.

You will collaborate with channel partners across retail and contact centres to design and deliver tailored rollout plans, ensuring each programme is optimised for maximum performance and commercial return. Your ability to translate data into actionable insights and compelling executive summaries will be key to demonstrating success and influencing stakeholders.

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

#### **PROGRAMME STRATEGY & OWNERSHIP**

- Take strategic ownership of the deployment, growth, and optimisation of the ambassador programme across channel partners.
- Develop long-term plans to increase programme influence and drive product advocacy.
- Align programme execution with client objectives and evolving market opportunities.

#### **COMMERCIAL PERFORMANCE & ANALYSIS**

- Analyse programme performance across sell-out, training engagement, and ROI.
- Build executive-level summaries demonstrating commercial impact and programme value.
- Identify opportunities to maximise return and optimise programme investment.

**LEADERSHIP & TEAM DEVELOPMENT**

- Directly manage the Retail Programme Manager and Retail Programmes Executive.
- Lead the development of rollout plans and ensure successful training activation.
- Foster a high-performance culture focused on accountability, growth, and delivery.

**STAKEHOLDER & PARTNER MANAGEMENT**

- Work closely with internal teams, external agencies, and channel partners to ensure alignment.
- Build strong client relationships and act as a trusted advisor.
- Lead meetings to plan, execute, and refine programme delivery.

**OPERATIONAL EXCELLENCE**

- Manage programme workflows, ensuring timely and efficient execution.
- Oversee budgets, forecasting, and cost management for campaigns and initiatives.
- Monitor, report, and continuously improve programme performance and processes.

**ENGAGEMENT & ACTIVATION**

- Drive engagement through national events and programme initiatives.
- Gather field feedback to measure impact and improve programme effectiveness.
- Ensure seamless execution of new product launches within defined timelines.

**CONTINUOUS IMPROVEMENT**

- Identify opportunities for innovation and enhancement across all programmes.
- Recommend and implement improvements to drive efficiency and effectiveness.
- Maintain best practices and ensure alignment with company and client standards.

**WHAT WE ARE LOOKING FOR:****ESSENTIAL SKILLS & EXPERIENCE**

- A passion for delivering excellence and embedding ETHIC values: Excellence, Together, Heart, Integrity & Curious
- Strong commercial awareness with a clear understanding of ROI and

HP  
Programme  
Manager

skills

programme impact

- Proven experience in retail programme management (minimum 2 years)
- Excellent project and stakeholder management

- Confident people manager with the ability to lead and develop teams
- Strong communication and presentation skills
- Understanding of Profit & Loss and budget management
- Experience working within a client-agency environment

**DESIRABLE ATTRIBUTES**

- Strategic thinker with a proactive mindset
- Innovative and forward-thinking approach
- Decisive and results-driven
- Flexible and adaptable in a fast-paced environment

**ROLE DETAILS**

Job Title: Senior Retail Programmes Manager

Location: Chertsey

Working Hours: 37.5 hours, Monday to Friday

Salary: £53,000 – £58,000 per annum

Benefits: 10% bonus, company car, discounts & more

Contract Type: Permanent

Line Manager: Head of Product Training Strategy

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

**PROGRAMME LEADERSHIP & OWNERSHIP**

- Lead and manage the Hearts & Minds programme, ensuring all workstreams are delivered on time, to scope, and within a large, complex programme budget.
- Own end to end programme delivery across multiple workstreams, ensuring clear priorities, dependencies, and milestones are managed effectively.

**DELIVERY & ACTIVATION MANAGEMENT**

- Oversee the rollout and ongoing optimisation of a digital platform that supports engagement, learning, and activation across audiences.
- Manage the delivery of multiple brand training activations, including live experiences, events, and integrated digital touchpoints.

**STAKEHOLDER & PARTNER COORDINATION**

- Act as the central point of coordination across multiple internal and external agencies, delivery partners, and client stakeholders.

**GOVERNANCE, REPORTING & OPERATIONS**

- Establish and maintain robust programme governance, reporting, and ways of working to track progress, risks, and outcomes.
- Maintain a strong operational grip on delivery quality, timelines, and stakeholder experience.

HP  
Programme  
Manager

**STRATEGIC ALIGNMENT & COMMUNICATION**

- Provide clear, confident updates to senior stakeholders, highlighting progress, risks, dependencies, and opportunities.
- Ensure programme activity aligns with wider business objectives, brand strategy, and commercial priorities.

**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.**

