



WE NEED YOU

WE'RE LOOKING FOR
MARKETING SUPPORT

LOCATION:
Reading & Home Working

WORKING HOURS:
Monday to Friday, 37.5 hours per week

SALARY:
Up to £26,750 per annum

OTHER BENEFITS:
Life Assurance, PerkBox Discounts, Aviva Pension,
HP Discounts, Company Sick Pay

CONTACT TYPE:
Permanent

WE'RE LOOKING FOR A CREATIVE TEAM PLAYER

As a Marketing Support for HP, you will create localised content and develop marketing assets tailored for large corporate and consumer audiences, both B2B and B2C. You will primarily support the UK PS Core Marketing team, while also assisting the broader team. You'll collaborate closely with both the UK and Northwest Europe Personal System Marketing teams to ensure seamless execution and alignment of marketing initiatives.

This role is ideal individuals with a passion for marketing, data analysis, and a desire to excel in a fast-paced, results-driven environment. You will collaborate closely with the marketing, sales, and customer success management teams to create personalised marketing campaigns that resonate with our high-value clients.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CONTENT CREATION

- Create excellent content that aligns to brand objectives (i.e blog posts and nurture newsletters)
- Review global assets
- Support with simplifying playbooks and identifying opportunities

STRATEGY

- Identify and recommend the most effective marketing initiatives for reaching target accounts, including events, email marketing, social media, direct mail, and other relevant platforms

DATA ANALYSIS & TRACKING

- Utilize data analytics tools and marketing automation software to measure campaign performance and track key performance indicators (KPIs)
- Assist with logistics to ship assets for events and/or demo PCs
- Continuously monitor and optimize campaigns based on data-driven insights

EVENTS AND PROJECT MANAGEMENT

- Adhoc experiential marketing projects
- Support the Country Marketing Manager with customer events.

COMMUNICATION

- Work closely with the sales and account management teams to align marketing efforts with their strategies and objectives
- Foster strong communication to ensure marketing initiatives support the sales process effectively
- Serve as first point of contact for NWE Channel marketing team
- Internal communication (from NWE marketing to rest of org)

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're a strong team player with excellent capabilities.
- You're knowledgeable about project management and program methodology.
- You're experienced in using project planning tools and software packages to create, manage, and track project results.
- You're able to apply analytical and problem-solving skills effectively.
- You've got a strong understanding of marketing principles and concepts
- You're creative, with the ability to craft personalised and engaging content
- You're an exceptional communicator
- You're detail orientated and highly organised, able to manage multiple projects simultaneously
- You're able to collaborate effectively and work in a team environment

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.

