



WE NEED YOU

WE'RE LOOKING FOR

Brand Marketing Manager - NPI

LOCATION:

Reading HP HQ & Home-working

WORKING HOURS:

Monday – Friday, 37.5 hours per week

SALARY/DAY RATE:

Up to £48,000 per annum

OTHER BENEFITS:

Life Assurance, Rewards HUB Discounts, 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:

Senior Client Service Manager

WE'RE LOOKING FOR A CONFIDENT, DETAIL-ORIENTED PERSON

We are seeking a Brand Marketing Manager with the ability to develop best-in-class, audience-focused content and drive efficiency in the New Product Introduction (NPI) process for new product launches. This role will lead the creative production of assets across all Print business units and spearhead process improvements for New Product Introduction.

This is a vital role ensuring HP customers understand our products and messaging in an easy to read yet informative manner. Focusing on managing communication between internal and external teams, ensuring timely delivery of assets, and overseeing the smooth execution of New Product Introduction..

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CONTENT DEVELOPMENT

- Collaborate with the Print Segment Leads to develop best-in-class assets and messaging that drive brand and sales outcomes.
- Conduct thorough reviews of branding content across all touch points to ensure alignment with brand guidelines, assessing language, tone of voice, and overall message consistency
- Work with creative agencies to provide feedback on multiple forms of content, including video, static images, packaging, influencer social media content, audio, and print ads.
- Review and refine copy to ensure clarity, engagement, and adherence to brand voice, covering a range of formats such as publications, newsletters, blog posts, social media, and website content.
- Set best practices for briefing agencies and getting response to briefs in a timely manner.

NEW PRODUCT INTRODUCTION

- Redefine the end-to-end New Product Introduction (NPI) process for NWE (UK, Ireland, Nordics and Benelux), creating efficacies in the process and ensuring delivery of key elements and milestones.
- Drive collaboration between multiple global and local business and marketing teams for seamless product launches in NWE.
- Leverage internal communication tools (e.g., webinars, SharePoint, newsletters) to share regular updates across all stakeholders.
- Collaborate with retail teams to ensure the successful launch of new products across key retailers.

HP
BRAND
MARKETING
MANAGER - NPI

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're an excellent communicator and collaborator, with the ability to work across teams and regions.
- You're a problem solver individual who is constantly looking for opportunities to improve processes or solve big problems.
- You're experienced managing creative agencies
- You're knowledgeable about creative development processes, including asset development, localisation, and content review.
- You're a capable project manager, able to lead high-impact projects in time, within budget and exceeding all targets.

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.

