

x`

WE NEED YOU

WE'RE LOOKING FOR

Operations and Activation Lead

LOCATION:

Chertsey

WORKING HOURS:

Monday – Friday 37.5 hours per week

SALARY/DAY RATE

Up to £100,000 per annum

OTHER BENEFITS:

20% Bonus, Competitive Reward Scheme Bonus, Company Car, Life Assurance, Discount portal, Aviva Pension, Samsung 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 Director

GRADE / ROLE TYPE

13 - Specialist

blue square.

DIVISON
ADD JOB TITLE
HERE

WE'RE LOOKING FOR A STRATEGIC RETAIL LEADER

As our strategic, commercially minded retail leader, in this role you will translate market trends and business priorities into impactful go-to-market strategies for Samsung Mobile products across retail and contact centre channels in the UK & Ireland.

If you're able to excel at managing end-to-end execution, from creating and maintaining high-quality touchpoints and toolkits, to driving merchandising excellence, compliance, and operational efficiency, whilst leading cross-functional teams and agencies to deliver a seamless, customer-focused brand presence this role is for you.

We're looking for someone who can combine strong project management, financial acumen, and relationship-building skills with a passion for detail, problem-solving, and delivering measurable results.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

GO-TO-MARKET STRATEGY AND EXECUTION

Lead the GTM process for all MX products into retail and contact centre channels, translating market trends and business priorities into cohesive strategies. Ensure all product launches and brand initiatives are delivered to an exceptional standard, fully aligned with HQ guidelines and tailored to local markets

TOUCHPOINT, MERCHANDISING & EXPERIENTIAL EXCELLENCE

Oversee the creation, execution, and maintenance of all retail and contact centre touchpoints and toolkits across 3,000+ partner stores. Drive best practice merchandising, consumer-facing experiential activations (e.g., pop-ups), and ensure seamless integration of shopper journey insights to enhance brand presence

COMPLIANCE, MAINTENANCE & OPERATIONS MANAGEMENT

Achieve consistently high compliance scores across all retail executions, managing proactive and reactive maintenance programmes through agencies. Oversee warehouse operations and ensure robust processes for storage, distribution, and GTM support

STRATEGIC RELATIONSHIP & AGENCY MANAGEMENT

Build and maintain strong, balanced relationships with operators, retailers, and agencies. Manage agency selection, performance, and budgets across field marketing, retail design, and maintenance partners, ensuring strategic alignment and value delivery.

DATA-DRIVEN INSIGHTS & FINANCIAL OVERSIGHT

Leverage analytics, sales trends, and customer insights to inform retail investment decisions and improve execution efficiency. Manage multimillion-pound P&L budgets effectively, ensuring optimal allocation across projects and GTM activities.

LEADERSHIP & COLLABORATION

Lead, develop, and inspire both direct reports and wider cross-functional teams across field

DIVISON
ADD JOB TITLE
HERE

and head office. Act as a key partner on projects, change management initiatives, and Joint Business Plan discussions, ensuring retail and contact centre directives are met.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're experienced in retail, project management, GTM Planning, with an in depth understanding of shopper journeys
- You're able to balance multiple, high profile tasks with strong project management skills
- You're able to communicate with & present to Senior colleagues (English & Korean)
- You're passionate about the detail and delivery
- You're solution focused, able to problem solve
- You're able to understand the data, including as sales trends / IHS etc and customer insights to make data led decisions
- You're experienced in working with creative agencies to support the touchpoint and toolkit enhancements
- You're experienced in financial management; in this role you'll be responsible for a multi-million pound P&L
- You're experienced in working strategically with agencies / 3rd parties.

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.

