



WE NEED YOU

WE'RE LOOKING FOR

GO TO MARKET MANAGER (PRODUCT)

LOCATION:

Samsung HQ, Chertsey

WORKING HOURS:

Monday to Friday, 37.5 hours per week

SALARY:

£42,000 per annum

OTHER BENEFITS:

10% Bonus, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay.

CONTACT TYPE:

Permanent

REPORTING IN TO:

Senior Go to Market Manager

**SAMSUNG
GO TO MARKET
MANAGER -
PRODUCT****WE'RE LOOKING FOR A GO TO MARKET EXPERT**

The Go to Market Manager role is responsible for creating and delivering the retail and contact centre Go to Market plans of the relevant product launches within Samsung Mobile Experience Retail. You'll ensure the retail execution of all product launches is delivered on time, within budget and executed with excellence in all applicable channels. This role requires someone who can work with external vendors, and wider internal teams and with the ability to learn and embrace the retail and contact centre estate across multiple channels.

This position would suit candidates who are enthusiastic and passionate about new technology, who understand the retail environment and who can work to an exceptionally high standard. We are looking for flexible individuals as working hours may vary occasionally. A challenging and exciting role where there is an excellent opportunity for progression.

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

- End-to-end project management of Samsung's new product launches within retail and CC (contact centre) touchpoints – from brief, through execution in store, to customer feedback.
- Work with the Senior Go to Market Manager to define the retail and contact centre launch strategy
- Work with external agencies to deliver retail plans effectively and efficiently
- Present timelines and plans for all product launches that can be shared with key internal stakeholders
- Report back to Samsung HQ on the status of the product launch
- Work with the Supply Chain team and Demand Planning team to understand when the retail display devices will be arriving
- Create detailed briefs and associated process for agencies for launch GTM activities

BUDGET MANAGEMENT

- Manage and track the Go to Market product launch budget, making cost savings where possible
- Responsible for CPA (Critical Path Analysis), budget and deadline management within applicable launches

GO TO MARKET EXECUTION

- Day-To-Day GTM operational support
- Create necessary processes to deliver the key activities.
- Work with the wider GTM team to align the product plans with the promotional plans
- Communicate the GTM plans to the Planogram Manager who will create the planograms for each launch across all channel's
- Liaise with the Projects team to understand any overlaps between GTM launches and new Projects launching in retail/contact centre
- Be the champion of your product categories and represent in the central GTM meeting and other associated forums

**SAMSUNG
GO TO MARKET
MANAGER -
PRODUCT**

- Responsible for ensuring the correct security/display kits are used for each new product launch
- Create and develop all furniture and POS (Point of Sale) brief requirements for GTM activities, and product launches

STAKEHOLDER ENGAGEMENT

- Develop & maintain key relationships with agencies and Marketing Vendors used for GTM activities
- Relationship building with internal stakeholders and ensuring alignment with retail channel managers
- Conduct regular store visits and build relationships with retail field teams, keeping the customer and the heart of all decisions

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

- You're experience in project management and project planning
- You're ideally from a Go to Market background with demonstrated relevant experience
- You're able to work to tight deadlines within a fast-paced environment
- You're able to plan and prioritise own time efficiently and effectively
- You're confident, able to present action plans and strategies to key stakeholders
- You've got an excellent eye for detail. You can identify trends and patterns of information and can communicate findings in a clear and concise manner
- You've got a hands-on, proactive approach
- You're able to identify issues before they arise and can plan for contingency
- You're an expert at building and maintaining effective working relationships with various teams, as well as external vendors
- You're advanced using PowerPoint to create various presentation types
- You're able to adhere to company and client policies, procedures and compliance
- Understanding and experience in budget tracking
- You've got strong IT Skills (Excel & PowerPoint are essential) with knowledge of how to analyse data and create reports to show results.
- You're flexible and adaptable with the ability to work in a diverse cultural environment
- You're enthusiastic and passionate about retail
- You're able to operate with a high degree of integrity and accountability
- You're creative, with the ability to think of 'out of the box' when it comes to developing new ideas and initiatives

SAMSUNG
GO TO MARKET
MANAGER -
PRODUCT

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.

