



WE NEED YOU

WE'RE LOOKING FOR

CRM & COMMUNICATIONS MANAGER

LOCATION:

Hybrid – Remote & Chertsey

WORKING HOURS:

Monday - Friday
37.5 hours per week

SALARY/DAY RATE/GRADE:

Up to £45,000

OTHER BENEFITS:

PerkBox Discounts, Samsung Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

CONTACT TYPE:

12 Months Fixed Term Contract

REPORTING IN TO:

B2B Channel Indirect Lead

WE'RE LOOKING FOR A CRM & COMMUNICATIONS MANAGER

This role will be responsible for CRM & Communications for our Samsung One Partner Programme. The partner programme is our interface into 800+ B2B Resellers and their employees in the UK, from major telecoms brands, to distributors, technology retailers and IT resellers. You will be responsible for defining the communications strategy and managing the setup and delivery of communications to support the programmes overall objectives. Ultimately to broaden and deepen our relationships with UK B2B partners, and to increase their confidence and preference for selling Samsung products to their business customers.

You will continually improve the portfolio of communications within the programme, by taking a data-led approach to understand the CRM base and performance of communications. You will need to consider automated communication journeys (such as welcome journeys, trigger-based comms, and account information), and how to implement them, working with Programme leads, Channel marketing, and platform vendors. You will also execute communications aligned to the calendar or key moments (such as product launches) as well as communications to drive key business initiatives (such as sales incentives) and communications to help our partners sell (new content, training, sales enablement or assets).

Working closely with the wider B2B channel marketing team, this role will support key accounts and input into the wider B2B communication strategy. This person will lead the execution of marketing content via the platform newsfeeds, email, or push notifications and review effectiveness, ensuring that all Samsung marketing activities are compliant with legal and brand guidelines.

It will involve working with agencies, the Samsung One programme team, the channel marketing team, as well as working with key stakeholders across the business.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

PROGRAMME & COMMUNICATIONS MANAGEMENT

- Act as the owner and primary point of contact for all Samsung One communications and sales/marketing asset publication for the Samsung MX division.
- Manage the end-to-end process of programme communications, ensuring smooth execution from start to finish.
- Develop, write, and edit engaging communications tailored to partners.
- Full management and ownership of account content and promotional planners.
- Upload marketing key visuals, product imagery, and sales assets to the Samsung One platform, ensuring they are accessible for channel partners.
- Provide regular reports on communication performance and the status of ongoing projects.
- Work closely with channel marketing managers to incorporate relevant content aligned with campaign activations, product launches, and incentives.

**SAMSUNG
CRM and
COMMUNICATION
MANAGER****ASSET AND DATA MANAGEMENT**

- Maintain a central sales and marketing asset tracker, ensuring it is always up to date.
- Monitor key performance indicators (KPIs) for each communication channel and track progress.
- Provide incentive support as needed through the Samsung One incentive programme.

STAKEHOLDER & CRM MANAGEMENT

- Manage relationships with multiple internal and external stakeholders to ensure key projects are delivered successfully.
- Experience in managing CRM platforms, data, and communications in a complex business environment.
- Define and execute CRM strategies to drive key objectives and improve communications effectiveness.

COMPLIANCE AND REPORTING

- Ensure all communications comply with legal and regulatory requirements (e.g., GDPR, PECR).
- Produce detailed reports from data and present performance insights, as well as recommended actions.

DATA & ANALYTICS

- Identify and implement performance metrics and KPI's that continuously assess the effectiveness of our training programs, using data and insights to inform future decision making around L&D strategies.

SAMSUNG
CRM and
COMMUNICATION
MANAGER

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're experienced in working with CRM platforms, data management, and communications.
- You're familiar with legal requirements for marketing communications (GDPR, PECR).
- You're proficient in Excel and PowerPoint.
- You're experienced in working with agencies and managing external resources.
- You're skilled in creative design, with the ability to write concise, customer-facing copy.
- You're highly organized, with the ability to manage multiple internal and external stakeholders simultaneously.
- You're a self-starter with a proactive, action-oriented mindset.
- You're experienced in using Microsoft Teams and Windows PC.
- You're detail-oriented while maintaining a strategic, big-picture view.
- You're capable of handling multiple tasks and projects with competing deadlines.
- Excellent communication and collaboration skills

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.

