



# WE NEED YOU

## WE'RE LOOKING FOR

### Marketing Specialist - Commercial - Print

#### LOCATION:

Reading HP Office and Hybrid

#### WORKING HOURS:

37.5 Hours per week

#### SALARY/DAY RATE/GRADE:

£48,500 Per Annum

#### OTHER BENEFITS:

Life Assurance, PerkBox Discounts, Aviva Pension, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

#### CONTACT TYPE:

FTC (5 months)

#### REPORTING IN TO:

Lauren Isley (Senior Client Services Manager)

**HP**  
**MARKETING**  
**SPECIALIST**

## WE'RE LOOKING FOR PASSIONATE MARKETING SPECIALIST

We're looking for someone passionate about driving B2B marketing initiatives that lead to real business growth. Marketing Specialist to be a part of the UK & Ireland Print Marketing team, a team of marketing and brand experts. The role reports to the UK&I Head of Print Marketing.

This role is at the forefront of building and executing a commercial marketing strategy that aligns with business priorities, focusing on delivering impactful results and driving incremental revenue. If you have experience in B2B marketing, thrive in a fast-paced environment, and bring a growth mindset, this role is for you

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### STRATEGY

- Create and implement the commercial print marketing plan, aligning closely with local business priorities and collaborating with category teams to set quarterly targets.

### COLLABORATE ACROSS TEAMS

- Work closely with category, sales, channel marketing, omnichannel, and store teams to align 4P plans, ensuring unified marketing execution across all platforms and touchpoints.

### LEAD MEDIA CAMPAIGNS

- Brief local media campaigns and programs to our Center of Excellence (COE) teams. Set relevant KPIs, provide strategic feedback on campaign briefs, approve media plans, and consistently review performance reports to drive campaign success.

### EVENT EXECUTION

- Organise B2B events that drive lead generation and business outcomes, working closely with the sales team to align on key objectives and results

### OPTIMISE CUSTOMER EXPERIENCE

- Enhance the local customer journey across multiple platforms, including hp.com and partner sites, ensuring a seamless and engaging experience at every touchpoint.

### CREATIVE ASSET DEVELOPMENT

- Partner with the creative and brand specialist to develop and adapt marketing assets for maximum campaign impact.
- Ensure our brand and message are consistent and compelling across all channels.

### PERFORMANCE MARKETING AND EXPERIMENTATION

- Collaborate with our COE and data science teams to design experiments, run A/B tests, and implement data-driven strategies that optimise marketing spend for maximum effectiveness and efficiency.

HP  
MARKETING  
SPECIALIST

**BUDGET RESPONSIBILITY:**

- Manage commercial print marketing budget in alignment with the Head of Print Marketing, ensuring strategic utilisation of quarterly and annual budgets to achieve business goals.

**NON-PAID MEDIA INITIATIVES:**

- Drive content and SEO initiatives to boost brand consideration and conversion rates, collaborating with the Digital Operations team to achieve measurable success.

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

- Proven experience in marketing and campaign management
- Extensive experience managing Paid Media Campaigns: Knowledge of different paid media vehicles and how to drive campaigns effectively.
- B2B marketing and ABM Experience: Proven experience in B2B marketing and Account-Based Marketing (ABM).
- Performance Marketing & Experimentation: Experience in performance marketing, conducting experiments, and analysing performance metrics to optimise initiatives.
- Influence: Ability to cut through silos and influence cross-functional teams. Ability to orchestrate and project manage large marketing programs
- Proactive Self-Starter: Ready to take ownership, solve problems independently, and deliver tangible results.

**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.**

