



HP SENIOR CONSUMER MARKETING LEAD

WE'RE LOOKING FOR A PROACTIVE, STRATEGIC, MARKETEER!

We're looking for an experienced and dynamic Consumer Print Lead to spearhead integrated marketing strategies across both our consumer print hardware and consumer print services. This role calls for a commercially minded marketing generalist who can seamlessly bridge strategy with execution across omnichannel environments.

You will play a pivotal role in crafting data-driven, customer-centric campaigns that drive performance and elevate our presence in both digital and retail spaces. You'll work closely with category, sales, retail, trade marketing, and global teams to deliver meaningful customer experiences at scale.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

STRATEGIC PLANNING & EXECUTION

- Develop and execute marketing strategies aligned with local market goals and quarterly business priorities.
- Collaborate with Category and Commercial teams to shape and deliver robust marketing plans.

INTEGRATED CAMPAIGN MANAGEMENT

- Own the full campaign lifecycle: develop media briefs, define KPI's, and approve channel-specific plans.
- Regularly review performance analytics to optimise campaign impact and learnings.
- Lead and optimise eCommerce campaigns, particularly across Amazon and other online retailers, in partnership with COE experts.

CUSTOMER EXPERIENCE OPTIMISATION

- Enhance the digital customer journey across owned and partner platforms (e.g., HP.com, retail & e-tail).
- Ensure alignment of messaging, design, and experience across platforms.
- Support and align with trade and retail marketing teams to ensure coherent storytelling and campaign consistency in physical retail environments.

CROSS FUNCTIONAL COLLABORATION

- Align with Sales, Channel Marketing, Omnichannel, Retail, and Store teams to ensure end-to-end consistency in 4P (Product, Price, Place, Promotion) execution.
- Break down silos to drive unified marketing execution across all customer touchpoints.
- Collaborate with global teams and local content managers to deliver compelling, localised creative assets.

PERFORMANCE MARKETING

- Partner with COE and data science teams to run A/B tests and design data-driven marketing experiments.
- Apply insights to continuously refine strategy and execution.





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• Manage quarterly and annual marketing budgets to maximise ROI while meeting business objectives.

OUR IDEAL PERSON &

THE ESSENTIALS WE'RE AFTER

- You'll have a number of years' experience in strategic marketing, campaign management ort similar roles.
- You'll have strong expertise in multi-channel marketing, including digital, ATL and influencer strategies.
- You have strong written and verbal communication skills, with a persuasive and solution-oriented approach.
- You'll have the proven ability to lead and collaborate with cross-functional teams, manage stakeholders and execute at scale.
- You'll have familiarity with multi-sector marketing and compliance frameworks is a plus.
- You're strong in project management skills with the ability to deliver multiple campaigns simultaneously.
- You're comfortable leveraging data and performance insights to shape marketing tactics and outcomes.
- You have a solid understanding in eCommerce and Amazon advertising, consumer electronics or consumer service industries.
- You have a strong organisational and multitasking skill, with the ability to work independently and proactively.
- You have a high proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and familiarity with tools like SharePoint, and digital collaboration platforms.
- You are a strategic thinker with a sales-first mindset and passion for driving business impact through marketing.
- You're energetic and collaborative, with a proactive approach to solving problems and moving projects forward.
- You're comfortable in a fast-paced, matrixed environment with a focus on execution, measurement, and improvement.

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.

