



WE NEED YOU

WE'RE LOOKING FOR

Senior Consumer Marketing Lead (Print)

LOCATION:

Reading & Home Working

WORKING HOURS:

Monday – Friday 37.5 hours per week

SALARY

Up to £70,000 per annum

BENEFITS

Life Assurance, Reward Hub Discounts, Aviva Pension, HP 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 Manager

blue square.

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.

- # MARKETING LEAD OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- 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.**

