



# WE NEED YOU

**WE'RE LOOKING FOR**  
Regional Development Manager

**LOCATION:**  
Various Locations – please refer to the advert

**WORKING HOURS:**  
Monday – Sunday, 5 days, 37.5 hours per week

**SALARY/DAY RATE:**  
Up to £33,280 per annum

**OTHER BENEFITS:**  
10% Bonus + Company Car + Death in Service +  
Company Sick Pay + Reward Scheme + Pension +  
HP Discounts

**CONTACT TYPE:**  
Fixed Term Contract – 12 months

**REPORTING IN TO:**  
Divisional Manager

**blue square.**

## **WE'RE LOOKING FOR PASSIONATE RELATIONSHIP BUILDER WITH AN INTEREST IN TECH!**

As our Regional Relationship Manager your role will maximise the HP's brand position across the entire product range. You will do this through building strong relationships with customers, training in store colleagues on the latest devices and incentives whilst increasing brand awareness.

You will establish relationships at all levels within your territory, maintaining regular contact with retailer sites (including stores and contact centres.) In this role you will cover a large region of stores, contact centres, and events to ensure targeted and consistent coverage of key stores, driving sales and brand interactions, spotting any opportunities to improve the brands position in store.

## **TO MAKE A REAL DIFFERENCE IN THESE AREAS**

### **TRAINING AND ENGAGEMENT**

- Increase brand sales and engagement across all retailers within your territory
- Effectively deliver great presentations across small and large groups, in person and virtually making every engagement memorable
- Imparting brand and product knowledge through every interaction, from shop floor interactions to engaging in large classroom style learning & events

### **RELATIONSHIP BUILDER**

- Build and nurture strong relationships with key retail colleagues, acting as their primary point of contact for all things HP

### **OPERATIONAL EXCELLENCE AND SALES**

- Develop your understanding of how HP's customers and retailers operate, tailoring your approach to exceed their expectations
- Take ownership of your territory, managing your time effectively to visit all stores and events frequently
- Building and communicating an effective plan to increase sales, relationships, product knowledge, and return on investment
- Implement operational requests made from HP's head office teams, and assist with any documentation or communication when required

### **DATA DRIVEN REPORTING**

- Reporting on customer interactions, sales, and training sessions to provide insights and demonstrate return on investment
- Gaining an understanding of store performance, utilizing insights from various routes including mystery shop scores

### **KNOWLEDGE RETENTION AND COMPETITOR AWARENESS**

- Maintain an expert understanding of HP's products with the ability to bring the products to life for HP's customers
- Understanding competitor products and approaches to remain commercially aware

HP  
Regional  
Development  
Manager

### INNOVATION

- Work collaboratively with the team to share best practice and innovative ways of working to continuously improve
- Identify new opportunities to increase brand awareness and merchandising of HP's products in stores/online

### PROMOTIONS MANAGEMENT

- Support seasonal and promotional activities in your territory, including Adhoc management of our brand ambassadors

### COMPLIANCE AND CONFIDENTIALITY

- Always ensure compliance and confidentiality

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

- You're someone who demonstrates a customer centric approach, ideally with experience in either retail, technology, customer service, or area management.
- You're experienced in communicating with and influencing a variety of stakeholders.
- You're motivated to develop a career in technology, with a passion to learn and develop your skills and knowledge.
- You're highly organized with the ability to prioritize effectively.
- You're a curious, self-motivated, and innovative thinker.
- You're confident in demonstrating to large groups of people, with strong presentation skills.
- You're comfortable with covering a large geographical area, and a full UK driving license is required
- You are customer centric, striving to exceed expectations

**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.**

