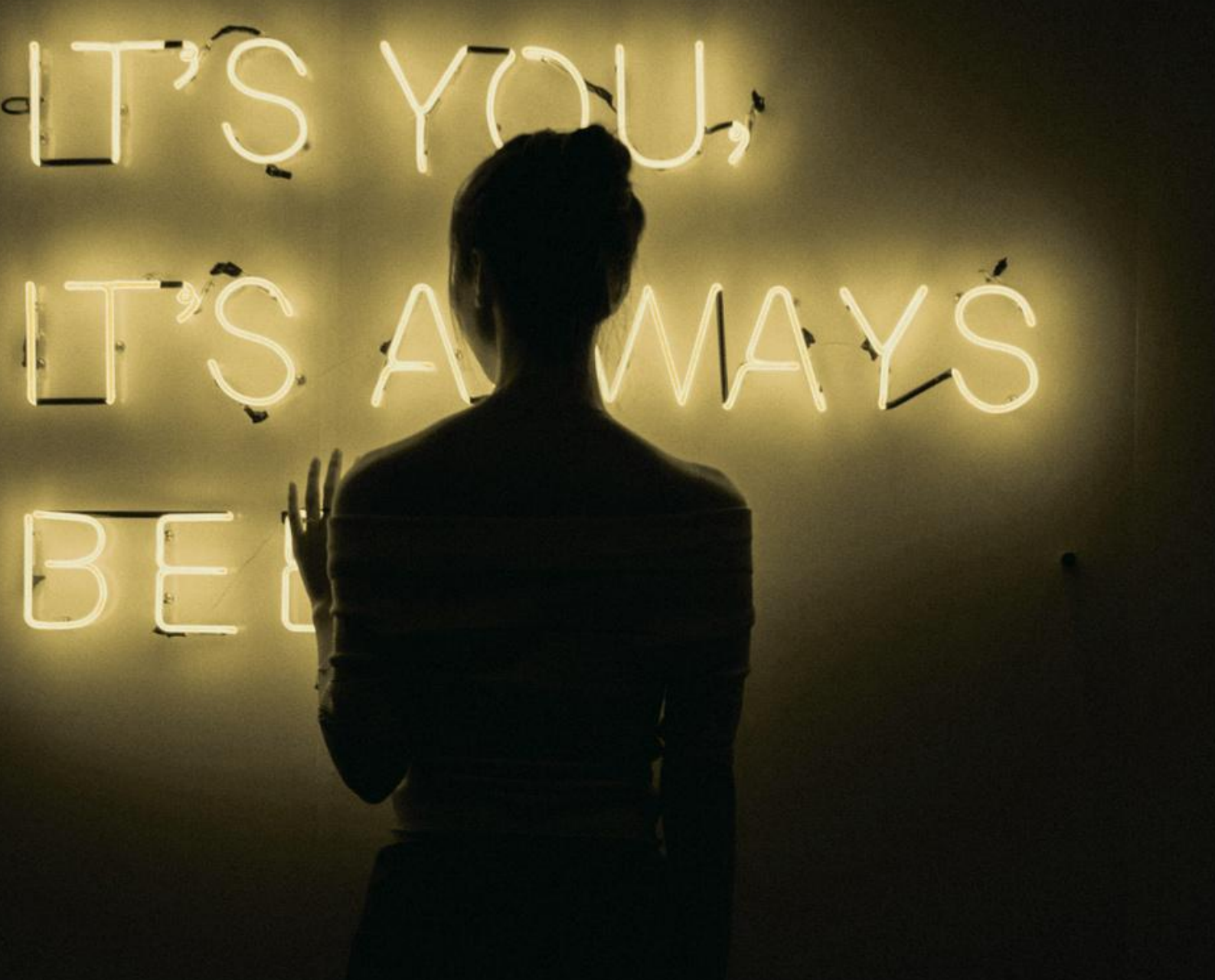




WE'RE LOOKING FOR A

PRODUCT ACTIVATIONS MANAGER

LOCATION: Samsung Chertsey HQ

SALARY: £40,000

WORKING HOURS: 37.5 hours per week, Monday to Friday

OTHER BENEFITS: 10% Performance Related Bonus, Life Assurance, Discount portal, Aviva Pension, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a lifestyle voucher

WE'RE LOOKING FOR A PRODUCT ACTIVATIONS MANAGER

As our Product Activations Manager, you will lead the planning and delivery of Samsung's retail product activations across the UK & Ireland retail and contact centre estate, ensuring product launches are executed on time, within budget, and to the highest standard. Working closely with Product, Operations, Retail, Field Teams, Agencies, Suppliers and Channel Partners, you will coordinate launch activity, drive retail readiness, and deliver exceptional customer experiences across all channels.

Reporting to the Senior Product Activations Manager, you will manage multiple product launches simultaneously, ensuring activation plans are delivered seamlessly and aligned with wider commercial objectives. This role is ideal for a proactive, organised and commercially minded individual who enjoys managing complex projects, building strong stakeholder relationships, and delivering best-in-class retail execution.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

PRODUCT ACTIVATION MANAGEMENT

- Lead the end-to-end planning and delivery of product activations across Samsung's retail estate, ensuring launches are executed on time, within budget, and to the highest standards.
- Develop and manage detailed activation plans, timelines, milestones, and deliverables for all assigned product launches.
- Create and manage activation briefs for agencies, suppliers, retail display solutions, bespoke POS materials, fixtures and supporting launch assets, ensuring all activity meets launch requirements and brand standards.
- Proactively monitor launch activity, identifying risks, dependencies, and issues, whilst implementing effective mitigation plans to ensure successful execution.
- Make informed decisions on launch priorities, timelines and resource allocation to ensure successful delivery
- Coordinate product activation requirements such as retail display VMD, security solutions, merchandising fixtures, and supporting launch assets
- Align with Suwon global guidance's to ensure execution meets these requirements

PRODUCT LAUNCH PLANNING & EXECUTION

- Deliver multiple product launches annually, ensuring consistent and high-quality execution across the retail estate.
- Work closely with Product Activation teams, Visual Merchandising Manager, Retail Marketing Team, Implementation Team, Operations, and Channel manager teams to ensure launch plans align with wider business objectives and customer experience goals.
- Develop and implement contingency plans to minimise the impact of changes to product availability, retail readiness, or launch timelines
- Ensure all retail display equipment, security solutions, planograms, and launch assets are correctly deployed for each product launch.
- Present launch plans, timelines, progress updates, and key milestones to internal stakeholders, ensuring alignment and visibility throughout delivery.

OPERATIONAL EXCELLENCE & CROSS-FUNCTIONAL COLLABORATION

- Develop and maintain effective activation processes that enable seamless delivery across all retail channels.

- Drive continuous improvement by identifying process efficiencies and embedding best practices across product activations
- Collaborate with Product Activations, Promotions, Supply Chain, Demand Planning, and Retail Operations teams to ensure launch activities are integrated and aligned.
- Monitor agency and supplier performance against agreed deliverables, escalating issues where necessary.
- Work closely with the Merchandising Manager to ensure product launches are accurately reflected across all retail formats and channels.
- Provide day-to-day operational support across the Product Activations function, ensuring activity remains on track and aligned to business priorities.
- Monitor launch performance against key commercial and customer experience objectives, identifying opportunities to optimise future activations

STAKEHOLDER & BUDGET MANAGEMENT

- Ensure all retail channels meet launch readiness criteria prior to go-live, coordinating sign-off with key stakeholders where required
- Support governance meetings and cross-functional launch reviews, ensuring actions are tracked and delivered.
- Manage activation budgets effectively, ensuring expenditure is controlled, tracked, and optimised to maximise return on investment.
- Build and maintain strong relationships with internal stakeholders, agencies, suppliers, and channel partners to support successful launch delivery.
- Coordinate external partners and vendors to ensure activation activity is delivered efficiently, effectively, and to agreed service levels.
- Provide regular launch updates, budget tracking, and activation status reports to key stakeholders, including senior leadership where required.
- Conduct regular retail visits to gather insight, build field relationships, and ensure customer needs remain central to activation planning and execution.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- Willing to embrace, live and embed our ETHIC values: Excellence, Together, Heart, Integrity & Curious
- Experience coordinating retail activations, product launches, marketing campaigns, or project delivery within a fast-paced environment.
- Strong planning and organisational skills, with the ability to manage multiple priorities, deadlines, and stakeholders simultaneously.
- Excellent communication and presentation skills, with confidence presenting plans, updates, and recommendations to a range of stakeholders.
- Highly organised and detail-oriented, ensuring all activation activity is delivered accurately and to a high standard.
- Creative and solutions-focused, with the ability to develop innovative ideas and identify opportunities to improve retail execution.
- Resilient and adaptable, with the ability to work under pressure and respond effectively to changing priorities.
- Proficient in PowerPoint and other Microsoft Office applications, with the ability to create engaging and professional presentations.
- Strong relationship-building skills, capable of collaborating effectively with internal teams, agencies, suppliers, and external partners.
- Self-motivated and results-driven, with a passion for technology, retail, and delivering exceptional customer experiences.
- Flexible to travel across the UK & Ireland when required
- Able to commit to 2–3 office or offsite days per week

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 TEAM.



EXCELLENCE
TOGETHER
HEART
INTEGRITY