



WE NEED YOU

WE'RE LOOKING FOR

RETAIL EXPERIENTIAL MANAGER

LOCATION:

3 days in Chertsey Office and 2 days from Field/WFH

WORKING HOURS:

Monday to Friday, 37.5 hours per week

SALARY:

£50,000 per annum

OTHER BENEFITS:

Company Car, 10% Bonus, Pre-Paid Card for Expenses, Access to Samsung Discount Portal, Access to Reward Hub for tons of discounts, Company Sick Pay, Aviva Pension, 4 X salary Life Assurance, ETHIC Values Employee of the Month Recognition Scheme

CONTRACT TYPE:

12 months fixed

REPORTING IN TO:

Client Services Director

**SAMSUNG
RETAIL
EXPERIENTIAL
MANAGER**

WE'RE LOOKING FOR A RETAIL EXPERIENTIAL MANAGER

The Retail Experiential Manager leads the planning, development and delivery of a diverse portfolio of retail experiences that engage customers and support commercial objectives. Combining strategic thinking, creativity and strong project management, the role translates business priorities into impactful activations aligned with brand guidelines, product toolkits and the wider retail strategy.

The role owns projects from brief to evaluation, ranging from single-day in-store pop-ups to bespoke builds, branded vehicles and quarter-long experiential programmes. It manages budgets of £10K to £1M and coordinates agencies, suppliers and internal stakeholders to deliver high-quality activity on time, within budget and against agreed objectives.

Working with the Head of Retail & Contact Centre Activation you will support the wider experiential strategy and acts as a key point of contact across the retail function, bringing commercial judgement, proactive problem-solving and a collaborative, can-do approach. The role also manages and develops the Junior Retail Experiential Project Manager, providing direction, coaching and support to strengthen team capability to ensure successful project delivery, while making a significant contribution to MX Retail execution for Samsung UK.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

PROJECT MANAGEMENT

- Own end-to-end delivery of experiential projects, from initial brief and planning through to execution, evaluation and close-out.
- Manage a diverse portfolio of projects, ranging from in-store activations and events to bespoke builds, branded vehicles and longer-term experiential programmes.
- Develop and manage project plans, budgets, timelines, resources and logistics, ensuring delivery against objectives, quality standards and agreed investment.
- Manage multiple projects, risks and changes simultaneously, proactively resolving issues, developing contingency plans and providing clear recommendations to stakeholders and Senior Leadership.
- Lead project execution and evaluation, overseeing install and delivery through to de-merchandise, KPI measurement, ROI analysis, benefits realisation and lessons learned.

STRATEGY & ACTIVATION DEVELOPMENT

- Support the development and delivery of experiential strategies aligned with wider retail, brand and product objectives.
- Translate business and retail priorities into effective activation plans that deliver meaningful customer and commercial outcomes.
- Develop activation proposals and investment recommendations, clearly outlining the rationale, objectives and expected outcomes.
- Partner with brand, product and retail teams to ensure activations align with brand standards, playbooks, product toolkits and campaign guidelines.

SAMSUNG RETAIL EXPERIENTIAL MANAGER

- Act as a key experiential contact across the wider Samsung MX function, providing guidance, identifying opportunities for innovation and supporting flagship launches, conferences and wider business initiatives.

STAKEHOLDER & SUPPLIER MANAGEMENT

- Build and maintain strong relationships with stakeholders across Samsung UK and HQ, ensuring clear communication, alignment and effective expectation management.
- Collaborate with internal teams to understand business requirements and develop effective experiential solutions.
- Manage agency, supplier and external partner relationships, providing clear briefs and ensuring strong collaboration and delivery.
- Coordinate project meetings, presentations and agency activity, maintaining accountability for timelines, costs, performance and outputs.
- Provide experiential expertise across the wider retail function, integrating activations with broader business activity and supporting informed decision-making.

BUDGETING AND REPORTING

- Manage project budgets from £10K to £1M, maintaining strong financial control throughout the project lifecycle.
- Track, forecast and reconcile budgets, proactively identifying financial risks and taking appropriate action.
- Manage agency and supplier costs, ensuring value for money, commercial compliance and delivery within agreed budgets.
- Develop funding proposals and investment recommendations for stakeholder review and approval.
- Monitor and report project performance, measuring KPIs, benefits realisation and ROI to inform future experiential activity.

PEOPLE LEADERSHIP

- Directly manage and develop junior team members, providing clear direction, coaching, prioritisation and ongoing support.
- Allocate and oversee team workloads, ensuring projects are appropriately resourced and delivered to a high standard.
- Foster a collaborative, high-performing team environment, promoting ownership, accountability, knowledge sharing and continuous improvement.

CULTURE & INCLUSIVITY

- Champion our values and actively contribute to the development of Blue Square's culture.
- Drive innovation to foster diversity and inclusivity.

COMPLIANCE AND CONFIDENTIALITY

- Always ensuring compliance and confidentiality.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- Proven experience leading and delivering experiential, events, marketing or other complex projects.
- Experience managing projects from initial brief through to execution and evaluation.
- Ability to deliver projects across varying scales and levels of complexity.
- Strong commercial awareness and sound financial judgement.
- Excellent organisational skills and the ability to manage multiple projects in a fast-paced environment.
- Experience managing budgets and forecasts.
- Experience managing suppliers and external partners.
- Strong strategic thinking skills.
- A practical, solutions-focused approach to problem-solving.
- Ability to translate business objectives into effective, customer-focused experiential plans.
- Experience developing clear proposals and investment recommendations.
- Confident written and verbal communication skills.
- Strong relationship-building and stakeholder management skills.
- Credibility and confidence when working with Senior Leadership and UK and HQ stakeholders.
- Ability to collaborate effectively with agencies, suppliers and external partners.
- A proactive, adaptable and accountable approach.
- Experience coaching and developing junior team members.
- Strong presentation skills, with the ability to communicate ideas clearly and persuasively.
- Strong IT skills and confidence using relevant workplace and project-management tools.
- A genuine passion for retail and experiential work.

SAMSUNG
RETAIL
EXPERIENTIAL
MANAGER

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.

