
Hedgehog Activation Executive Job Description

Main Focus of Role:

The Hedgehog Activation Executive is responsible for supporting the Hedgehog team in creating alliances with brands and operators that hospitality guests will love. Wireless Social are passionate about our Hedgehog product and are keen to work with partners that share our vision for future involvement and growth. The Hedgehog Activation Executive is part of a team of Hedgehog specialists that will build and nurture existing operator relationships whilst engaging with potential new operators who are keen to move forward with us as we move the hospitality industry forward.

Key Responsibilities:

Top priorities

- Your brand and operator stakeholders provide a key part of the revenue line and opportunities for growth for the future. You need to identify key stakeholders of brands and operators and build relationships with them
- Build, maintain and nurture relationships with brands and operators, ensuring that benefits are realised for Wireless Social, brand and operators
- Working closely with Account Managers seek opportunities with operators, ensure consistency of approach and using effective communication and collaboration skills deepen our operator relationships by engaging on Hedgehog campaigns
- Drive continued growth through Hedgehog lead generation and support the delivery of growth plans
- Be proactive and highly organised following up on new opportunities and campaigns
- Identify where proof of value can be achieved with brands and operators and deliver against agreed brand KPI's
- Closely track brand campaigns, measuring success and seeking opportunities for further campaigns

Behaviours and DNA:

- Commercial Thinking – always look to provide win/win scenarios and make sure that WS does not lose potential revenue/growth opportunities
- Customer centric – to ensure you keep the customer at the forefront of all decisions, and that we deliver an exceptional customer experience
- Results/Value driven – achieving KPI's are critical to Wireless Social strategy

Core Skills:

- Knowledge of the Wireless Social Hedgehog product (and other products), its capabilities, potential and opportunities, and how to pass that knowledge on by engaging with brands and operators
- Create presentations and case studies and confidently present to stakeholders and Wireless Social business teams (raising profile of team internally)
- Ability to negotiate with stakeholder and provide support/value by providing clear and successful proposals/terms with successful outcomes
- Managing cross functional teams to deliver on successful Hedgehog strategy
- Management of company processes to ensure success of campaigns
- Flexible and agile – Wireless Social is a company that is having to adapt to an evolving market post COVID19, we need to be flexible and adaptable to new ways of working
- Excellent organisation and time management skills

- Ability to work under pressure and be able to change direction at short notice
- Ability to prioritise workloads

Key Relationships:

- You will report directly to the Head of Hedgehog on all matters to do with your role
- Work closely with teams directly responsible for the Hedgehog product and campaigns to ensure our Hedgehog strategic model is maintained
- Build strong working relationships across brands and operators