

## Head of Hedgehog Partnerships Job Specification

### Main Focus of Role:

The role will be offered to someone who can create alliances with brands and operators creating opportunities that hospitality guests will love. We are passionate about our Hedgehog product and are keen to work with partners that share our vision for future evolution and growth. The Head of Hedgehog Partnerships will manage a team of Hedgehog specialists that will build and nurture existing brand partnerships whilst engaging with potential new brand partners who are also moving the hospitality industry forward.

### Key Responsibilities:

The Head of Hedgehog Partnerships will:

- Drive continued growth through lead generation
- Build, maintain and nurture relationships with brands, ensuring that benefits are realised for Wireless Social, brand and operators.
- As a Wireless Social senior team member, support the Chief Executive and other senior team members to add value to the business
- Identify where proof of value can be achieved with brands and deliver against agreed brand KPI's
- Closely track brand campaigns, measuring success and seeking opportunities for further campaigns
- Champion continuous improvements, always looking for opportunities to drive growth and develop brand relationships by removing burden from systems or processes
- Share best practice with brands, understanding what good looks like and motivating the Hedgehog team and brands to deliver leads and an optimal service to guests
- Lead and motivate the Hedgehog team ensuring that all team KPI's are met and are in line with the Wireless Social strategy
- Ensure that the Hedgehog team are prioritising resources and time effectively
- Oversee the Hedgehog team members in their day to day roles and supporting with the escalation of any risks, issues or team blockers
- Anticipate brand and operator requirements and/or possible challenges and manage team resources effectively
- Lead the strategic Hedgehog planning process in collaboration with the wider business
- Oversee the customer satisfaction process within the Hedgehog team, managing feedback to improve ongoing services and customer satisfaction.
- Provide a weekly update on Hedgehog activity and deliverables to the Wireless Social leadership team



### Key Skills/Qualifications:

We are looking for someone who:

- Has supplier brand experience and has account management experience
- Understands our Hedgehog product and the opportunities it offers for brands, operators and Wireless Social
- Can create an activation strategy that aligns with brand goals/KPI's
- Can build monthly redemptions across our 600 operators
- Will build lasting relationships with brand stakeholders and has proven experience in stakeholder management
- Has leadership experience. Leading from the front you will lead a team of Hedgehog specialists to deliver service and KPI's
- Is engaging and proactive
- Has excellent written and verbal communication skills
- Is tenacious 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
- Is results orientated – achieving KPI's are critical to Wireless Social strategy
- Has excellent organisation and time management skills
- Has ability to work under pressure and be able to change team direction at short notice
- Is a self-starter with ability to prioritise team and individual workloads

### Key Relationships

- You will report directly to the Managing Director on all matters to do with your role
- Work closely with the Tech, Sales and Marketing teams to ensure an integrated strategy approach is maintained always
- Build strong working relationships with key brands and operators

### **About Wireless Social**

*At the simplest level, we are a leading provider of guest wifi analytics for hospitality venues, but we can provide the infrastructure to collect data and insight about our customer's guests, their behaviours and habits. Which makes us the authority on customer insight in hospitality.*

*Our insight post COVID has never been more valuable. We help create a single customer view that enable brands and venues to proactively engage with their guests, build up detailed customer personas, and differentiate and identify loyal customers from sporadic ones. We support growing revenue by targeting the right guests and maximising marketing budgets, making them go further and giving an ROI on any spend.*

*Wireless Social is a fast-paced, entrepreneurial business with a hugely talented team. The culture is hard-working but fun, our values are based on loyalty, honesty, tenacity, innovation, authenticity, agility, and above all teamwork.*



***What is Hedgehog?***

*Hedgehog is the latest innovation from Wireless Social. Our new platform is designed to enable brands to directly engage their desired target audience with promotional offers when they are in participating venues.*