



WE'RE LOOKING FOR A

Brand Influencer (Brand Expert)

LOCATION: Various – see advert

SALARY: £150 per day

WORKING HOURS: 16 hours, 2 days per week (Saturday & Sunday)

OTHER BENEFITS: Up to £21 daily bonus

WE'RE LOOKING FOR A PASSIONATE RETAIL & CONTENT BRAND INFLUENCER!

As our Brand Influencer, you'll play a key role in connecting the latest Shark Ninja products with consumers both in-store and online.

This exciting hybrid role combines the energy and influence of a Brand Ambassador with the creativity of a content creator. You'll create unforgettable brand experiences in retail environments whilst producing engaging social-first content that showcases products, demonstrations, customer interactions and brand stories.

You'll become a trusted face of Shark Ninja within your retail location, bringing products to life through demonstrations, storytelling and authentic content creation that helps inspire customers both inside and outside the store.

Using your engaging personality, product expertise and creative mindset, you'll influence purchase decisions, drive sales performance and build brand advocacy across retail and digital channels.

If you have a passion for technology, innovation and content creation, enjoy being in front of the camera and love connecting with people, this role is for you.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

BRAND AWARENESS

- Be the face of Shark Ninja in-store, creating memorable customer experiences that build excitement and engagement around the brand.
- Deliver exceptional product demonstrations that showcase the latest Shark Ninja innovations and bring product features and benefits to life.
- Create meaningful interactions with customers, helping them understand how Shark Ninja products can solve everyday challenges and improve life at home.
- Represent the brand with professionalism, enthusiasm and authenticity at all times.
- Support key product launches, seasonal campaigns, retail activations and promotional events.
- Create positive brand experiences that increase awareness, consideration and advocacy.
- Actively support store colleagues and management teams to increase visibility and awareness of Shark Ninja products within the retail environment.
- Work collaboratively with fellow ambassadors and retail teams to achieve and exceed campaign objectives.

RETAIL SALES & CUSTOMER ENGAGEMENT

- Drive product sales through engaging conversations, demonstrations and personalised recommendations.
- Confidently identify customer needs and match them to the most appropriate Shark Ninja solutions.
- Build trust and credibility through expert product knowledge and authentic storytelling.
- Maximise every customer interaction by demonstrating relevant product features and benefits.
- Deliver sales against agreed targets, KPIs and performance objectives.
- Create opportunities to upsell and cross-sell across the Shark Ninja product portfolio.

- Build strong relationships with retail colleagues, encouraging recommendation and advocacy of Shark Ninja products.
- Maintain excellent product availability, merchandising standards and point-of-sale execution.
- Support in-store events and experiential activity designed to increase customer engagement and sales performance.

CONTENT CREATION & SOCIAL STORYTELLING

- Create engaging, authentic and brand-approved social media content from retail locations.
- Capture short-form video content suitable for TikTok, Instagram Reels, YouTube Shorts and other emerging platforms.
- Produce product demonstrations, tutorials, tips and "how-to" content that helps customers understand product benefits.
- Create content that showcases new product launches, hero products and key seasonal campaigns.
- Bring product stories to life through creative storytelling that resonates with modern audiences.
- Confidently appear on camera and present products in an engaging and relatable way.
- Capture behind-the-scenes content, retail activations, launch events and customer engagement moments.
- Use creativity and innovation to identify new content opportunities within store environments.
- Ensure all content aligns with brand guidelines, compliance requirements and campaign objectives.
- Submit content within agreed timeframes and quality standards.
- Continuously improve content quality through feedback, coaching and best practice sharing.

PRODUCT EXPERTISE

- Become a Shark Ninja product expert, maintaining exceptional knowledge across the full product portfolio.
- Understand product features, benefits, differentiators and customer use cases.
- Stay ahead of new product launches, innovations and category developments.
- Confidently communicate technical information in a simple and engaging way.
- Educate customers and retail colleagues on product functionality and key selling points.
- Monitor competitor activity and understand how Shark Ninja products compare within the market.
- Share practical tips, demonstrations and product insights that help customers get the most from their purchase.

DRIVE SOCIAL ENGAGEMENT & ADVOCACY

- Build excitement and engagement around Shark Ninja products through social-first retail experiences.
- Create content designed to generate views, engagement, shares and conversations.
- Support broader influencer, ambassador and advocacy initiatives where required.
- Encourage positive customer interactions that can support future content opportunities.
- Help grow brand reach and awareness through authentic content and storytelling.
- Act as a trusted advocate for Shark Ninja both in-store and across digital platforms.

FEEDBACK & INSIGHT

- Act as the eyes and ears of the brand within retail.

- Gather and report on customer feedback, objections, insights and purchasing trends.
- Share learnings from customer interactions to support future campaign development.
- Identify opportunities to improve retail execution, customer experience and sales performance.
- Provide feedback on content performance, customer engagement and emerging trends.
- Monitor competitor activity and share relevant market intelligence.
- Capture evidence of activity through reporting, photography and content submission.
- Demonstrate the impact of both retail and content activity through accurate reporting and KPI tracking.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're naturally energetic, engaging and confident in customer-facing environments.
- You're comfortable speaking to large numbers of customers and building rapport quickly.
- You're passionate about technology, innovation and helping customers discover products they'll love.
- You're confident appearing on camera and creating content for social media platforms.
- You're an active user of TikTok, Instagram, YouTube Shorts and other social platforms.
- You understand what makes engaging social content and can adapt your style to different audiences.
- You're a strong storyteller who can bring products and brands to life.
- You're a quick learner who can become a trusted product expert.
- You have experience in retail sales, customer service, brand ambassador or promotional roles.
- You can demonstrate experience influencing purchasing decisions and achieving sales targets, creating social media content, video editing or influence marketing would be advantageous but not essential.
- You have excellent communication and interpersonal skills.
- You're organised, self-motivated and able to manage your workload effectively.
- You thrive in a dynamic, fast-paced retail environment.
- You're creative, adaptable and willing to embrace new ideas.
- You're comfortable receiving feedback and continuously developing your skills.
- You work well independently and as part of a team.

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
CURIOUS

