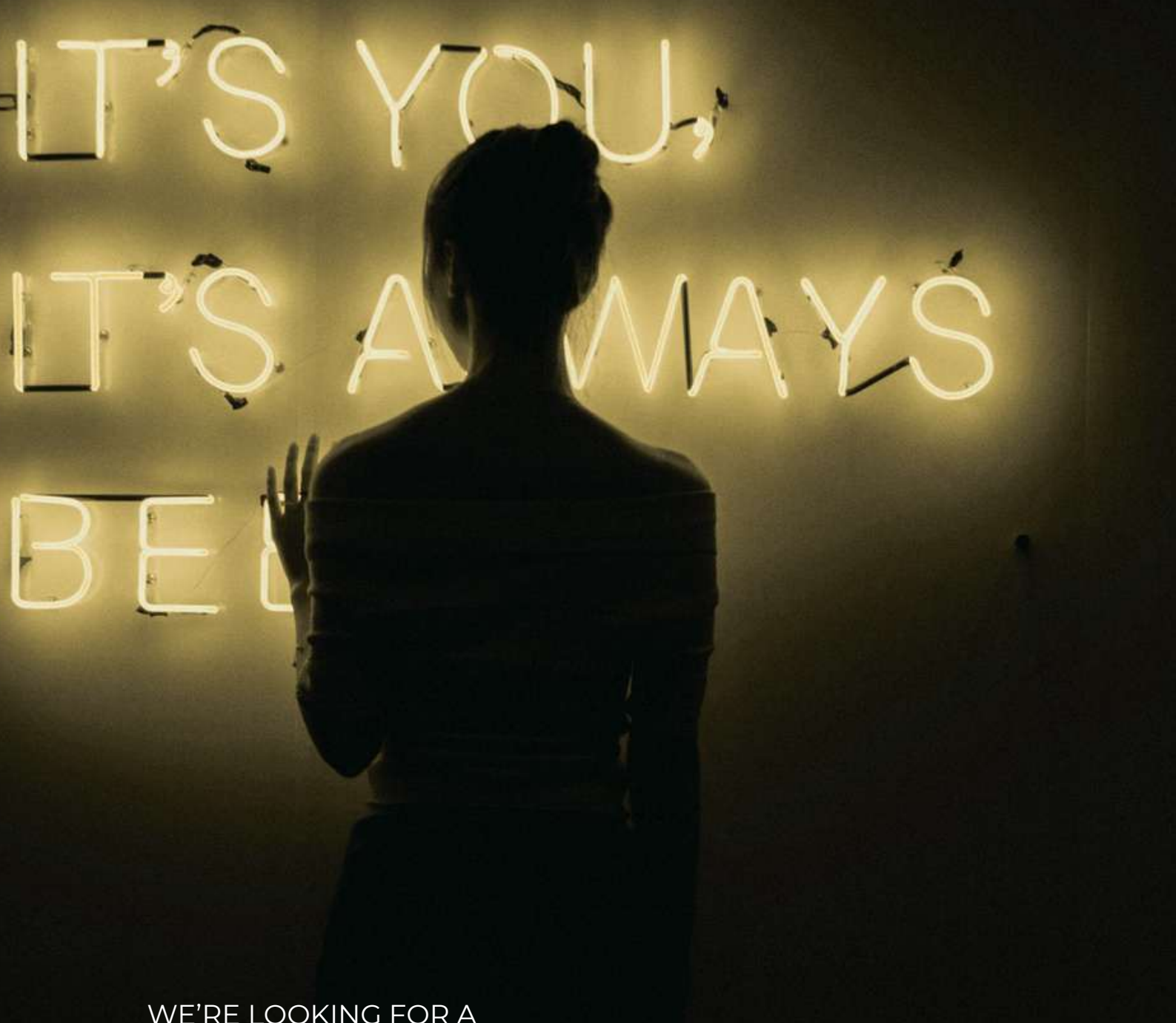


WE'RE LOOKING FOR A

Brand Expert

LOCATION:	Various stores – see advert
SALARY:	£15 per day
WORKING HOURS:	See advert
OTHER BENEFITS:	£15 daily bonus
REPORTING IN TO:	Brand Expert Manager

WE'RE LOOKING FOR AN ENGAGING BRAND AMBASSADOR

As our Brand Expert you'll play a key role in connecting the latest SharkNinja home, floorcare & cleaning products with our valued customers. You'll play a crucial role in creating unforgettable brand experiences, showcasing the latest features and functionalities whilst engaging with customers.

You'll bring excitement and enjoyment into the customer experience, leveraging your engaging personality to influence purchase decisions and build brand loyalty. If you have an active interest saving time in the home, love sharing hints and tips on cleaning and floorcare with a passion for showcasing the latest tech, this role is for you!

TO MAKE A REAL DIFFERENCE IN THESE AREAS

BRAND AWARENESS

- Be the face of the brand, capturing the attention of consumers with your infectious energy and enthusiasm.
- Establish meaningful connections with customers, creating a positive and memorable brand experience
- Deliver captivating and informative home cleaning and floorcare product demonstrations
- Create memorable demonstrations and bring the products to life
- Ensure customers gain a deep understanding and appreciation for our products
- Working as a team to meet and exceed targets.

PRODUCT EXPERTISE

- Become a Shark cleaning and floorcare product expert! Know the product range
- inside out with the ability to upsell, educate customers on features and benefits of
- the products ensuring they leave with a deep appreciation of the brand
- Showcase features and functionalities of our latest products through hands-on
- experiences sharing hints and tips on how to save time in the home
- Stay up to date with the latest industry trends, and competitor products

CONTRIBUTE TO A FUN ATMOSPHERE

- Bring a sense of excitement and enjoyment into the customer's experience
- Create a fun and welcoming atmosphere during product demonstrations, making the interaction not just informative but also enjoyable
- Your energy and enthusiasm will play a key role in making our brand memorable and fostering a positive atmosphere

DRIVE ENGAGEMENT

- Enhance product visibility and drive sales. Leverage your engaging personality to
- influence purchase decisions and build brand loyalty
- Build meaningful shopper and colleague relationships to upsell products where
- possible
- Build relationships with in-store teams to engage customers and increase sales
- opportunities

STORY TELLING

- Delivering engaging experiences that resonate with diverse audiences. Share your
- passion and knowledge of the brand and floorcare product range in a way that
- sparks curiosity and leaves a lasting impression

FEEDBACK LOOP

- Act as the eyes and ears on the ground, providing valuable insights and feedback to improve brand performance in store. Your input will be instrumental in refining our approach and ensuring continuous success

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're able to bring high energy and enthusiasm. We're looking for individuals who can create a memorable atmosphere wherever they go
- you're an excellent communicator with strong interpersonal skills. You will be comfortable striking up conversations with strangers and making them feel excited about THE LATEST SharkNinja products
- You're passionate about cleaning and sharing hints and tips on the latest timesaving tech
- You're a quick learner who can become a product expert
- You're able to demonstrate a creative and innovative approach
- You're someone with proven experience in delivering product demonstrations
- You're able to demonstrate experience in retail and/or customer service
- You're able to influence sales
- You're able to thrive in a dynamic and fast-paced retail environment
- You're able to work well 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.

