

WE NEED YOU

WE'RE LOOKING FOR

BRAND EXPERT

BEAUTY & HAIRCARE

LOCATION:
Varied locations please see job advert

WORKING HOURS:
See job advert – 8 hours per day

DAY RATE:
£110 / €131.85 per day

OTHER BENEFITS:
Up to £15 / €17 daily bonus

CONTACT TYPE:
Fixed Term

REPORTING IN TO:
Brand Expert Manager

blue square.

SHARK
BRAND AMBASSADOR

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WE'RE LOOKING FOR EXPERIENCED HAIR & BEAUTY BRAND SPECIALISTS

As our Brand Ambassador, you'll play a key role in connecting the latest Shark Hair & Beauty 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 in hair, beauty & personal wellness, passionate about 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 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
- You'll also drive influence beyond store through the creation and share of brand-approved social media content

PRODUCT EXPERTISE

- Become a Shark Hair & Beauty 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
- Stay up to date with the latest industry trends

CONTRIBUTE TO A FUN ATMOSPHERE

- Bring a sense of excitement and enjoyment into the customer 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

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STORY TELLING

- Delivering engaging experiences that resonate with diverse audiences. Share your passion and knowledge of the brand and product range in a way that sparks curiosity and leaves a lasting impression
- Be confident in delivering hands-on demos that showcase the products based on the individual customer requirements

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 our products
- You're passionate about haircare and beauty tech, a quick learner who can become a product expert and is capable and competent of using the products to highlight features – both on your own hair and the customer's
- You're social media savvy.
- Represent the brand as Brand Ambassador over two active selling sales days a week (Saturday and Sunday).
- 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

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SHARK
BRAND
AMBASSADOR

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.

