



JOB DESCRIPTION

Job Title: **Brand Ambassador**

Reporting to: **Regional Manager or Regional Support Manager** (dotted line to Head of Training)

Main Role:

- To represent the company, various brands and brand owners, with particular emphasis on promotional events, both within your designated area and nationally, as well as participation at external consumer and trade events.
- The role will include showcasing products, traffic stopping, introducing brands and engaging with the customer.
- In the absence of promotional events, provide support and work across several stores within your agreed area and as deemed effective by your Regional Manager (RM) or Regional Support Manager (RSM).
- To achieve and exceed retail sales and productivity targets according to company and corporate guidelines as set by your RM/RSM.
- Effectively plan and work to a pre-agreed rota.
- To be part of a highly flexible retail sales team, responding to the needs of the business.
- Where required train, monitor and manage temporary staff during fragrance launches and promotions to ensure optimum productivity is achieved.
- To provide supreme customer service to customers and stores at all times.
- Management of stock for both events and stores as required.
- Adherence to Company and brand visual merchandising guidelines.
- Act as a Company and brand ambassador and to represent the Company in a professional manner at all times.
- To communicate with and support the RM/RSM with feedback and results of all promotions, completing a promotional site form for each promotion and forward onto RM/RSM.
- To complete weekly and monthly paperwork in line with Company procedures.
- To comply with Company Grooming Guidelines at all times, including wearing promotional uniform/clothing as appropriate.

Tasks	Performance Criteria
1. Represent the Company at promotional events	<ul style="list-style-type: none"> ▪ To be present at all promotional activity within your designated area (and nationally where required), leading from the front in traffic stopping and customer approach.
2. Represent the Various Brands and Brand Owners	<ul style="list-style-type: none"> ▪ To act as a Brand Ambassador and ensure effective communication of brand values both internally and externally. ▪ To ensure that merchandising and service levels meet brand owner expectations.
3. Non-consultant doors and other stores	<ul style="list-style-type: none"> ▪ In the absence of promotional activity, to work in non-consultant doors and other stores as required to meet the needs of the business. ▪ Ensure all areas of the business are addressed, including cleaning, stock maintenance, stock room duties, stock monitoring, merchandising, promoting and taking photographs as appropriate, in addition to completing a store visit tick list.
4. Achieve and exceed sales targets	<ul style="list-style-type: none"> ▪ Be a confident salesperson. ▪ Achieve and exceed sales targets as set by your RM/RSM. ▪ Achieve AUS/ACP targets as agreed with your RM/RSM. ▪ Effectively link-sell across all brands.

<p>5. Effective planning and organisation of monthly rotas</p>	<ul style="list-style-type: none"> ▪ In conjunction with RM/RSM, ensure rotas are planned according to the needs of the business and head office marketing calendar, promotional calendar and other activity planned. ▪ Due to the nature of the role, you are expected to plan rotas two months in advance. We would not expect holiday to be requested where prior commitment has already been made to an event. It would be unacceptable to change your rota in this respect. ▪ When working in-store, to ensure you inform stores prior to all in-store visits.
<p>6. Monitor temporary staffing</p>	<ul style="list-style-type: none"> ▪ In the absence of more senior staff on site, and working collaboratively with other BAs if present, train, monitor and manage temporary staffing during launches and promotions to ensure optimum productivity is achieved and grooming guidelines and other expectations are met. ▪ Make recommendations to RM/RSM for future use.
<p>7. Provide supreme customer care</p>	<ul style="list-style-type: none"> ▪ Provide excellent customer service. ▪ Positive communication skills with good diction. ▪ Confident, flexible and motivated approach. ▪ Friendly and outgoing. ▪ Keep in touch with customers, ensuring they are informed of launches, promotions and special events.
<p>8. Training, product knowledge and selling skills</p>	<ul style="list-style-type: none"> ▪ Maintain up-to-date product knowledge and exceptional selling skills. ▪ Attend required training sessions and exercises. ▪ Read and assimilate all training material. ▪ Complete all quizzes and tests. ▪ Discuss additional training needs with RM/RSM.
<p>9. Relationships</p>	<ul style="list-style-type: none"> ▪ The development of strong and influential relationships with store management, shopping centre management and other influential personnel, at local level to help improve space and location and to seize local opportunities for promotional activity to drive the business forward. ▪ To work within part-time, non-consultant doors or other stores as required by the needs of the business, to increase retail and gain opportunities through building strong work relations with store management. Ensure you take into account reporting lines and work collaboratively when working alongside a permanently placed Account Manager. ▪ Display a positive attitude towards the Company, the brands and stores. ▪ Be reliable, courteous and committed.
<p>10. Market Awareness</p>	<ul style="list-style-type: none"> ▪ Maintain market awareness regarding information on developments in region, opportunities for distribution and expansion, competitive information and recruitment potential. ▪ Awareness of opportunities for publicity, promotions, demonstrations and activity, discussing and agreeing with RM/RSM.
<p>11. Administration</p>	<ul style="list-style-type: none"> ▪ Timely completion and submission of personal/account monthly paperwork to your RM, Head Office and stores as appropriate. ▪ To be completed legibly and accurately in line with current procedures.

12. Stock Management	<ul style="list-style-type: none"> ▪ Management of stock levels in store to achieve retail targets (measured by zero out-of-stocks) and to maximize sales and productivity targets. ▪ Ensure correct procedures are followed to rectify stock shortages. ▪ Liaise with and inform RM/RSM and Senior National Account Manager or Key Account Manager of any concerns.
13. Merchandising	<ul style="list-style-type: none"> ▪ Ensure all visual merchandising guidelines are strictly adhered to. ▪ Ensure counters/tanks/shelving are cleaned and maintained. ▪ Ensure availability and cleanliness of testers. ▪ Ensure GWPs and additional items supplies are used and displayed as directed.
14. Communication	<ul style="list-style-type: none"> ▪ Maintain regular communication with your RM/RSM. ▪ Work closely with RM/RSM providing feedback from events, completing evaluation forms in the line with Company procedures and deadlines. ▪ Regularly access the ABC website, extranet, Facebook page, and other social media to keep abreast of developments and information contained within.
15. Accountability and initiative	<ul style="list-style-type: none"> ▪ To be accountable for all tasks undertaken and ensure that you follow up on any jobs you action or are asked to do. ▪ The role of an BA requires initiative, with excellent workload management, as well as anticipation of tasks required without the need for a prescriptive jobs list.
16. Reflect company standards and image at all times	<ul style="list-style-type: none"> ▪ Adherence to company grooming guidelines at all times. ▪ Always wear uniform/agreed promotional clothing. ▪ Maintain clothes, shoes, hosiery, etc, in good condition. ▪ Full make-up and manicure appropriate to company image. ▪ Hair clean and well groomed. ▪ Positive, flexible and motivated approach. ▪ Friendly, outgoing, with positive attitude to customers/colleagues.
17. Respect Employment Law and Health & Safety Requirements	<ul style="list-style-type: none"> ▪ At all times, respect and follow the employment laws relating to staffing, health & safety in the workplace and the company's duty of care to their employees.
18. Other Responsibilities	<ul style="list-style-type: none"> ▪ Carry out such related tasks as may from time to time be required commensurate with the post.

I agree to the above job description

Signature:

Name:

Date: