



Job Title: **Retail Brand Ambassador (Temporary role)**

Salary: £75 per day + Bonus - 1 Weekday and Weekends, dependent on the store and all bank holidays

Duration: 27<sup>th</sup> October 2018 till 26<sup>th</sup> November 2018

Locations: *Milton Keynes, Stevenage, Staples Corner, Fulham, Thurrock and Brentford.*

Reporting To: Global Sales Manager

## **Background**

Smarter is an award winning British connected home company with a product range that connects existing appliances to the internet, allowing you to control them from your phone. At Smarter we design, manufacture and distribute our products throughout Europe and the US with customers such as Currys, John Lewis and Best Buy. We are a passionate team of 30 people based in London with plans to expand the business globally. Growing at a rate of 300% we are set to become one of the fastest growing UK technology companies.

Smarter have recently launched the world's first retro fridge camera. FridgeCam is designed to make any fridge smart. We are looking for enthusiastic, energetic people who have a passion for sales to help drive the sales of FridgeCam in Dixons our official launch partner stores across London.

Our Brand is our most important asset, therefore the Brand Ambassador will represent the company in a positive way, provide solid information about the brand and products, generate sales opportunities and work to build customer preference for the brand. The Brand Ambassador will play a key role in planning and implementing marketing and sales activities within stores.

## **Main tasks and responsibilities**

- Ability to deliver great customer experience in a busy retail environment and inspire customers with the solutions Smarter products can provide them.
- Strong interest in technology and quick to learn new products and features.
- First impression counts - Well presented, confident in customer facing, reliable, and highly motivated with a drive to increase sales and achieve targets.
- You have strong people skills - you're approachable, a good listener and empathetic.
- Previous retail experience in MDA and SDA is advantageous!



- Able to find a solution to all customer enquiries
- Build and maintain relationships with current and new retailers by providing support, information, and guidance on the Smarter sales strategy
- Effectively manage the customer selling of the Smarter product range
- Provide in-house sales training to sales assistants across Dixons retailers
- Demonstrate how the products work in retail stores and pop up stores
- Work with retailers on marketing plans and promotions of the Smarter range to drive sales
- Share ideas with retail managers regarding new ways to market the brand
- Set up and break down displays of the brand as required
- Provide customer feedback regarding the brand to the Global Sales Manager

### **Requirements**

- Proven experience in sales and in exceeding targets
- Analytical, review and analyse customer sales and present internally
- Ambitious with passion and a ton of energy
- Must be outgoing and able to work with the public
- Must have leadership skills
- Must have retail sales and sales reporting experience
- Experience in start-ups is desirable
- Enjoys a challenging and fast-paced environment
- A passion or interest for new consumer technology and the connected home market
- Willing to work a flexible schedule which can include evenings, weekends and holidays
- Must possess good organisational skills and be detail orientated
- Ability to multi task with good time management skills
- Ability to work on their own and as a part of the team
- Excellent communication skills (verbal and written)
- Excellent presentation skills
- Excellent negotiation skills
- Ability to maintain and build customer relationships
- Prospecting skills
- Previous retail experience in MDA and SDA is advantageous!