



WE NEED YOU

WE'RE LOOKING FOR

Product Trainer & Brand Expert Manager

LOCATION:

National Field Based

WORKING HOURS:

Thursday – Monday 5 days a week

SALARY:

£150 per day

OTHER BENEFITS:

£15 performance bonus per day, Mileage Expenses reimbursed, Reward Hub Discounts, Aviva Pension, Potential for Shark Ninja Discounts / Incentives

CONTACT TYPE:

15 week FTC Tactical Campaign

REPORTING IN TO:

Client Service Manager

blue square.

WE'RE LOOKING FOR A HIGH-IMPACT PRODUCT TRAINER & FIELD LEADER TO LAUNCH FLEXFLAME

This is a unique, high-profile opportunity to lead the UK launch of the **Ninja FlexFlame 5-in-1 Outdoor Grill** — one of Ninja's most exciting outdoor cooking innovations to date.

As Product Trainer / Brand Expert Manager, you will play a critical dual role across this 15-week campaign. In the first phase, you will operate as a national product training specialist, visiting 100 stores across the UK to drive awareness, advocacy and education ahead of product launch and in-store display rollout.

Following launch, the role pivots into a Brand Expert Manager / Trainer hybrid, where you will manage and coach weekend Brand Experts while continuing weekday store visits to deepen knowledge, support sales conversations and embed long-term confidence in FlexFlame.

This role is ideal for someone who thrives in fast-paced launches, loves being front-of-house with retail teams, and is equally confident leading people as they are leading training sessions.

PHASE 1: PRE-LAUNCH AWARENESS & EDUCATION (WEEKS 1-5)

NATIONAL STORE TRAINING & ADVOCACY

- Visit approximately 100 stores across the UK to deliver pre-launch education on the Ninja FlexFlame range.
- Build excitement, curiosity and advocacy ahead of product arrival and display rollout.
- Position FlexFlame clearly within Ninja's outdoor portfolio and competitor landscape.

PRODUCT STORYTELLING & DEMONSTRATION

- Bring FlexFlame to life through confident storytelling, feature-benefit selling and hands-on demonstrations (where possible).
- Ensure store teams understand key USPs, use cases and customer profiles.

RETAIL RELATIONSHIPS

- Act as the face of the FlexFlame launch within stores.
- Build strong relationships with Store Managers, Sales Leaders, Sales Colleagues and product champions.
- Ensure stores are launch-ready, informed and engaged.

PHASE 2: BRAND EXPERT MANAGER / TRAINER (WEEKS 6-15)

BRAND EXPERT LEADERSHIP (WEEKENDS)

- Manage, coach and support a team of Brand Experts operating on Saturdays and Sundays.

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TRAINER /
MANAGER**

- Ensure consistent messaging, confident demonstrations and high standards of execution across stores.
- Act as escalation point for performance, training gaps and operational challenges.

ONGOING STORE TRAINING & SUPPORT (WEEKDAYS)

- Continue weekday store visits to reinforce FlexFlame knowledge post-launch.
- Upskill new starters, refresh knowledge and support selling conversations as momentum builds.
- Support local store events and peak trading periods.

COACHING & PERFORMANCE DEVELOPMENT

- Observe Brand Expert activity and provide structured coaching and feedback.
- Share best practice across the team to drive continuous improvement.

ADDITIONAL RESPONSIBILITIES

PRODUCT & BRAND EXCELLENCE

- Maintain expert-level knowledge of Ninja FlexFlame, accessories and competitor products.
- Ensure all activity aligns with Ninja brand guidelines and tone of voice.

REPORTING & FEEDBACK

- Capture insights from stores and Brand Experts.
- Provide regular updates on training coverage, feedback, and launch readiness.
- Share qualitative insights to support future activity.

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're a passionate about home innovations, technology and outstanding customer experience.
- You're an experienced in retail training, coaching or in-store product advocacy.
- You're a confident delivering training to small and medium groups and adapting your style to different audiences.
- You'll have experience leading or mentoring teams (formal or informal).
- You're enthusiastic & engaging, with the ability to create memorable learning moments.
- You're organised and self-motivated, able to manage your store schedule effectively.
- You're passionate about cooking, outdoor living or premium consumer products (highly desirable).
- You're flexible, especially with a Thursday–Monday working pattern and supporting crucial weekend needs.
- You're a relationship builder, able to influence, motivate and inspire store teams.
- You'll have a full UK driving licence holder and access to a car as you'll be national based driving to multiple locations across the UK. Mileage expenses will be reimbursed.

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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.

