



# WE NEED YOU

## WE'RE LOOKING FOR

Brand Expert Manager

### LOCATION:

Field Based – North of England

### WORKING HOURS:

Thursday – Monday 5 days a week

### SALARY:

£36,000 - £40,000 per annum

### OTHER BENEFITS:

15% bonus, company car, life assurance, flexible reward portal, company discounts, Pension, company sick pay.

### CONTACT TYPE:

Permanent

### REPORTING IN TO:

**blue square.**

**Shark Ninja**  
**BRAND EXPERT**  
**MANAGER**

## WE'RE LOOKING FOR A DRIVEN RETAIL MANAGER

With all the exciting new technology we have on the horizon, we are looking for a pro-active, engaging, and confident Brand Expert Manager to support our Shark Ninja field-based team across various retailers. You will be the essential link between our products, field teams and our customers, working with your team leading the way in providing a best-in-class shopper journey from start to finish. Your teams will create excitement and a buzz around our products by sharing their expert knowledge, boosting brand love, and driving advocacy.

To be successful, you will be an experienced People Manager with a demonstrated history of driving performance with instore teams, in high-profile and high-pressure environments. You will be passionate about technology and household products, and you will work to lead and develop the team. You will show pride, passion, and performance in all that you do building the bond between our customers and Shark Ninja.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### MANAGEMENT & LEADERSHIP

- Lead and develop a team of Brand Ambassadors ensuring effective campaign execution
- Collaborate with Blue Square central teams for all people requirements
- Implement team performance management, reporting issues, compliance needs
- Liaise with local venues/shopping centres for staff sign-in and logistical coordination
- Deputise for the National Sales Manager and demonstrate excellence in communication at all levels
- Manage promotional stand operations throughout the campaign as per client request
- Demonstrate initiative and creativity to enhance sales performance and operational rigour
- Support the National Field Sales Manager with all recruitment, onboarding and developing performance KPI's through the team

### CUSTOMER EXPERIENCE

- Provide a best-in-class brand experience, leaving an unforgettable impression through the Sales Catalyst Programme
- Coach and develop our Brand Experts to deliver exceptional sales results through implementation and improvement of the sales process
- Through your team create excitement and buzz to increase footfall and drive interest in products
- Deliver outstanding customer interactions, influence, and increase sales
- Meet and exceed sales targets, demonstrating high conversion rates and sharing best practice with the team
- Drive brand awareness and advocacy through positive team relationships
- Build meaningful and memorable experiences through your team for each customer

Shark Ninja  
**BRAND EXPERT  
MANAGER**

**BRAND AWARENESS**

- Answer team and customer queries efficiently and confidently, demonstrating your brand knowledge
- Maintain an expert understanding of products and stay updated on competitor offerings to showcase outstanding demonstrations and presentations of the Shark Ninja brand
- Demonstrate products and features in an engaging manner to increase sales through role modelling exceptional shop floor behaviours
- Promote the upselling products to maximise revenue and increase the conversion rate from query to purchase

**REPORTING AND FEEDBACK**

- Actively capture key moments and product highlights through photography or video content
- Provide daily event reporting and highlight achievements
- Offer feedback and share best practices with the team
- Capture and report all relevant data daily for performance analysis

**OUR IDEAL PERSON &  
THE ESSENTIALS WE'RE AFTER**

- You're experienced in retail management
- You're customer focused with excellent customer service skills
- You're experienced in logistics, reporting, and site management experience
- You're Self-motivated and proactive with a positive can-do attitude
- You're able to work well under pressure in a fast-paced environment
- You're adaptable and Flexible
- You're highly motivated by sales and service
- You're personable with high energy
- You're an excellent communicator
- You're eager to tackle challenges and embrace change
- You must have a valid UK drivers licence
- You are willing to work weekends to cover the times our people work

Shark Ninja  
BRAND EXPERT  
MANAGER

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.

