



# WE NEED YOU

WE'RE LOOKING FOR  
BRAND EXPERIENCE EXPERT

LOCATION:  
Birmingham

WORKING HOURS:  
Various working patterns  
12<sup>th</sup> of March – 17<sup>th</sup> of March 2026

SALARY/DAY RATE:  
Up to £175 per day

OTHER BENEFITS:  
£25 daily bonus

CONTACT TYPE:  
Casual

REPORTING IN TO:  
Event Manager

blue square.

## WE'RE LOOKING FOR AN ENGAGING EVENTS EXPERT

Are you ready to immerse yourself in the exciting world of Samsung and be a part of an exciting experiential activation? We're looking for dynamic and high-energy individuals to join our team as Brand Experience Experts for an exhilarating experiential campaign. As our Brand Ambassador, you'll play a crucial role in creating unforgettable brand experiences, engaging customers, and showcasing the latest Samsung cutting-edge technology. You will be first point of contact at our pop-up experience, responsible driving interactions, engagement, and delivering an incredible customer experience in every interaction that you have. You will use your relationship building skills and high energy to create an electric atmosphere that draws people in. Through interacting and engaging with shoppers, you will tailor each demonstration to the individual's unique lifestyle, delivering an incredible premium experience, driving knowledge, sales and increasing brand advocacy.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### CAPTIVATE AND CONNECT

- Be the face of Samsung, capturing the attention of consumers with your infectious energy and enthusiasm. Establish meaningful connections with customers, creating a positive and memorable brand experience
- Create retail theatre and memorable demonstrations
- Build meaningful shopper and colleague relationships to upsell products where possible

### PRODUCT EXPERTISE

- Become a Samsung expert! Know our products inside out and stay updated on the latest innovations. Educate customers on the features and benefits of Samsung devices, ensuring they leave with a deep appreciation for the brand.

### EXPERIENTIAL ACTIVATION

- Bring Samsung products to life through interactive and immersive activations. Plan and execute experiential events that showcase the uniqueness and power of Samsung technology.

### STORY TELLING

- Craft compelling narratives that resonate with diverse audiences. Share the Samsung story in a way that sparks curiosity and leaves a lasting impression.

### DRIVE CUSTOMER ENGAGEMENT

- enhance product visibility and drive sales. Leverage your engaging personality to influence purchase decisions and build brand loyalty.

SAMSUNG  
BRAND  
EXPERIENCE  
EXPERT

**FEEDBACK LOOP**

- Act as the eyes and ears on the ground, providing valuable insights and feedback to improve future campaigns. Your input will be instrumental in refining our approach and ensuring continuous success

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

- You can bring high energy and enthusiasm We're looking for individuals who can bring the party 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 Samsung.
- You're passionate about technology, especially Samsung products. A quick learner who can become a product expert
- You're Experienced in experiential marketing, promotions with previous experience as a brand ambassador
- You're able to demonstrate a creative and innovative approach

**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.**

