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| SECTION 1 – IDENTIFYING INFORMATION | | | |
| Job Title | Brand Ambassador Food Prep | Department | Marketing |
| Function | Marketing | Site | Remote |
| Date | 06/02/25 | Approved by  (manager) | Rebecca Fairbairn |

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| SECTION 2 – JOB SUMMARY |
| Our portfolio strategy is the help Change the Way the World Eats for the good of the animals, it is a key tenet to creating a better future for generations to come. To deliver on this promise you will be responsible for implementing a key growth strategy for one of the UK’s most iconic and best loved plant-based brands Linda McCartney’s with the UK.  We seek an outgoing and enthusiastic individual, who is passionate about delicious food and can effectively communicate our message to the public along with dishing up tasty plant-based samples to thousands of hungry consumers.  As a brand ambassador, you will represent our company and promote our products to potential consumers. Your role is crucial in building product awareness and loyalty, increasing sales and creating a positive image for the Linda McCartney brand.  In this position, you will also have the opportunity to use your creativity and flair for on trend flavours to showcase our Linda McCartney products in the most inspiring yet accessible way.  If you are a natural communicator and a up & coming culinary super star, you will thrive on this opportunity to create a new function within the Linda McCartney team. |

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| SECTION 3 – KEY ACCOUNTIBILITIES | % OF TIME |
| * Sourcing, planning and serving plant-based dishes for sampling heroing Linda McCartney key products – expectation is 1-2 events per week for 12 months * Representing the company at various events and functions, including public sampling, trade shows, retailer head office sampling, product launches and community events * Ensuring the electric sampling van is clean, well-stocked and suitable for each event * Ensuring food handling safety measures are in place and regularly checked during sample events * Track spend to ensure Department budget is met * Offer support to fellow team members during sampling events * Continuously seek to ensure sampling is efficient in order to maximise the number of samples that can be offered in the allotted time * Conduct product demonstrations and provide information to the general public at events about our products ensuring that key messages are delivered and capturing learnings via feedback * Input on promotional materials such as flyers, brochures and other marketing collateral |  |

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| SECTION 4 – EDUCATION & EXPERIENCE | |
| **Experience & Skills Required:** | * Studying for a food related degree * An interest in working in the food industry * Excellent communication and interpersonal skills. * Excellent planning and organisational skills * Ability to build and maintain relationships with internal and external stakeholders * Ability to work flexible hours, including evenings and weekends * A willingness to travel minimum 50% of the week |
| **Key Behaviours:** | * Cares about people - Builds relationships and partnerships underpinned by openness honesty and respect * Acts with Pace - Cuts to the heart of the problem getting to solutions with creativity and speed. * Demonstrate resilience to constructive challenge and openness and flexibility of approach to others’ views. Has a willingness to embrace rapid learning and see “fail fast” as a positive * Passionate about what they do * Acts with integrity and responsibility |

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| SECTION 6 – CONDITIONS OF ROLE | |
| **Conditions for role:** | This role is expected to travel as required to delivering two weekly events, this may involve travelling on days either side of the event.  On other days the role is expected to liaise with key internal stakeholders and peers on the Brand Ambassador team |

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| SECTION 7 – POSITION IN ORGANISATION | | |
| **Peer Positions (list below)** | Team Size: | 4 (Brand Ambassador Team)  5 (Plant Based Meat Free Product Team and Communications Team + Marketing Director) |
| Brand Ambassador – Food Prep  Brand Ambassador - Marketing |
| Reports to: | Senior Brand Ambassador |

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| SECTION 8 – SIGNATORIES | | | |
| Job Holder Signature |  | Manager Signature |  |
| Name |  | Name |  |
| Date |  | Date |  |