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| SECTION 1 – IDENTIFYING INFORMATION | | | |
| Job Title | Brand Ambassador Marketing | 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 our brand and can effectively communicate our message to the public.  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 networking skills to create a strong brand presence across various channels, offering opportunities for our communications team members to include relevant content captured at events for use on our social media and internal communications channels.  If you are a natural communicator who enjoys building relationships and has a keen eye for marketing, 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 |
| * Representing the company at various events and functions, including public sampling, trade shows, retailer head office sampling, product launches and community events * Establishing and maintaining a rapport with the sampling audience at each event * Collaborating with the Communications and Product marketing teams to ensure there is alignment on product focus, messaging and content opportunities * 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 * Support product and brand awareness through social media and other marketing channels. * Create and distribute promotional materials such as flyers, brochures and other marketing collateral * Track and report on customer engagement metrics * Required skills and qualifications |  |

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| SECTION 4 – EDUCATION & EXPERIENCE | |
| **Experience & Skills Required:** | * Educated to A Level qualification minimum * Proven experience as a brand ambassador or similar customer facing role * Excellent communication and interpersonal skills. * Ability to build and maintain relationships with internal 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 x 2 |
| Reports to: | Senior Brand Ambassador |

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