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| SECTION 1 – IDENTIFYING INFORMATION | | | |
| Job Title | Brand Ambassador | 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 are seeking an experienced Brand Ambassador team lead to manage a group of 3 brand ambassadors for a product sampling activation taking place across the UK.  Our Brand Ambassador team will be distributing samples of our Linda McCartney products to the general public across various sites and events across the UK.  The Senior Brand Ambassador will be responsible for managing our team as well as sourcing, booking and arranging opportunities for sampling over a 12 month period, driving our purpose built electric van to each site whilst planning the journey taking into account re-recharging stops required and ensuring our exceptionally high standards are maintained at all times so that the brand is represented at it’s best for the general public.  This is a new function for the brand and as such puts the candidate in the driver’s seat to build and set the tone for this team over the year. |

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| SECTION 3 – KEY ACCOUNTIBILITIES | % OF TIME |
| * Sourcing, planning and booking locations for sampling – 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 * Being the main point of contact for the brand ambassador team to trouble shoot any issues prior to and during the event * Coordination of the brand ambassador team to ensure they are clear on timings and requirements for each event, arranging hotel accommodation and transport for the team when required * Establishing and maintaining a rapport with the event site teams for each event to ensure all practicalities of the site are taken into account * Ensure team is properly representing the brand and distributing product as directed * 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 * Create and distribute promotional materials such as flyers, brochures and other marketing collateral * Track and report on customer engagement metrics |  |

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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. * 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 * Full UK driving license |
| **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) |
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| Reports to: | Marketing Manager Plant Based Communications |

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