



ATOMIC MARKETING
(CREATING VALUE IN YOUR SUPPLY CHAIN)

JOB PROFILE

Brand Ambassador

Reporting Structure:

- Reports to: Key Account Manager
- Direct Reports: N/A

Minimum Experience:

Prior customer service experience

Job Summary: To build and maintain brand awareness while interacting with customers, to listen to their feedback and developing new ways to market products.

Key Responsibilities and Deliverables:

Instore Presentation

- Drive sell-out of all products under the brand you represent
- Assist with returns
- Execute POS
- Fill gaps on floor
- Update pricing
- Perform in-store demonstrations
- Report on competitor activity
- Educating customers, retailers, and distributors about our products

Effective administration

- Track targets and ensure that the store is performing as per its month turnover target
- Submit reports as per schedule from Key Accounts Manager
- Escalate challenges through relevant channels
- Grow sales year-on-year

Customer service and satisfaction

- Resolve customer queries and complaints
- Understand all sub-categories and their performance in-store

Effective self-management

- Liaise between store activity and relevant management
- Train in-store sales team weekly and complete the cognito form
- Familiarising yourself with the company's and client's mission, vision, and goals
- Building rapport with customers and vendors
- Maintaining a positive image of the brand at all times
- Ensuring your work space is clean, neat and tidy at all times

Visual Merchandising





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- **Store layout & Design:** Plan & execute store layouts to maximize space, flow & product visibility
- **Window and In-Store Displays*:** Create eye-catching displays to attract and engage customers
- **Product Presentation and Placement*:** Arrange products to enhance their appeal and boost sales
- **Brand Consistency*:** Ensure visual elements align with the brand's identity and standards
- **Trend and Competitor Analysis*:** Stay updated on trends and monitor competitors' strategies
- **Collaboration*:** Work closely with sales, marketing, and store teams for cohesive experiences
- **Staff Training*:** Train employees on visual merchandising techniques and upkeep
- **Event and Promotion Planning*:** Design visual strategies for events, promotions, and product launches
- **Reporting and Evaluation*:** Measure display effectiveness through sales data and feedback

Key Competencies

Communication

Teamwork & collaboration

Relationship building

Performance & results driven

Service excellence

Quality & detail excellence

Time Management

Initiative & Assertiveness



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