

Marketing & Sales Assistant – Temp to Permanent



June 2019

The Brand Background

Peppersmith is a UK business established in 2010. We're leading the charge in sugar free confectionery and we're looking for passionate and entrepreneurial people to join our team. Our core proposition is sugar free mints and chewing gum that are well designed, great tasting and healthy. We can be found on the high street in retailers including Sainsburys, Waitrose, Holland and Barrett, Morrisons, Ocado and 1000s of health and wholefoods shops, delis and cafes nationwide. We sell direct to consumers via our webshop and are also the number 1 selling chewing gum and mint brand on Amazon.co.uk.

The Role

We are looking for a Marketing & Sales assistant to help us continue to build the Peppersmith brand both digitally and in store, as well as looking after our webshop consumers on a daily basis. We are looking for a bright all-rounder who is creative, organised and personable. They should have an eye for detail and be excited by the idea of working in a fast-paced entrepreneurial environment. This is a great opportunity to be part of shaping a brand's digital and retail presence, as well as get an insight into what makes an FMCG brand tick.

3-6 month role initially. There can be opportunities for the right person to grow with the business, continue to learn new skills and take on more responsibility.

Key responsibilities

- Supporting the delivery of the marketing plan. Help make our marketing team tick by getting involved in all aspects including social, sampling, digital, e-marketing, blogging and tracking & analysing KPIs.
- Connecting with consumers. We want you to be the first point of contact when consumers get in touch with Peppersmith. Act as the voice for Peppersmith on the phone and on email, helping consumers with any questions they might have when it comes to the product or how to use the webshop.
- Be the King/Queen of sampling. We want you to help us get Peppersmith into the hands of more people. This will involve getting out and about, sampling in the likes of Wholefoods, Planet Organic, smaller health food stores and at occasional events and festivals.
- Directly support the sales team from helping with new product listings to getting out and about introducing the product to new stockists.
- Team support. Get stuck in to helping all areas of the business and keeping the office in shape on a day-to-day basis.

Key skills

- **Have a passion for brands and marketing**
- **Happy to talk to our consumers and be the voice of Peppersmith on email and over the phone**
- **Be an organisation guru, and to be able to juggle multiple projects and work to tight deadlines when necessary**
- **Be full of initiative and be able to take ownership of their responsibilities**
- **Be positive and enthusiastic, and keen to work in an entrepreneurial environment**
- **Confident at copywriting and taking the brand's tone of voice on board**
- **Be creative and willing to get stuck into helping organise content for our social and digital channels**
- **Experience in an FMCG brand useful but not necessary**
- **Minimum 2:1 degree**
- **Needs to be aligned with our company values below**

Our company values:

1. **Be a rebel with a cause. Challenge what exists to create something better.**
2. **You can have your cake and eat it. Put health first. But don't compromise on taste or ingredients.**
3. **Real plants not chemical plants. Mother nature knows best.**
4. **Don't settle. Be the one who says 'why not?' and 'how do you know that?'**
5. **Do the right thing. For the planet and all who live in it. Have integrity.**
6. **Enjoy the ride. Give it your all. Have fun, be proud.**