

Sneak Energy

Field Marketing Executive - Leeds

About Us

Sneak Energy is a creative and dynamic brand, with a highly loyal and incredibly fanatical community of customers. Sneak has gone from 0 to 20m drinks sold in just 5 years - and we have no intention of slowing down. We're constantly innovating through engaging campaigns and product innovation, bringing our customers one of the best tasting energy drinks on the market

Sneak is committed to fuelling our customer's passions in the most entertaining way possible, because normal is boring. We pride ourselves on our disruptive and viral approach to campaigns and creativity, continually looking for new ways to engage customers. Can you be the one to help grow our community?

The Role

Sneak Energy isn't just an energy drinks company; Our brand is dynamic and our campaigns are next level. We work on a scarcity and drop model, making the role fast paced and exciting with opportunity to input creatively to drive earned engagement.

We're a movement, a force of nature, and we're looking for a brand advocate to lead the charge! We're not here to follow trends; we're here to set them. Our mission is simple: we're out to disrupt the energy drinks category and change the game forever.

Are you a passionate individual with a knack for building connections and driving brand awareness? Do you thrive in fast-paced environments and love being on the frontline of marketing initiatives? If so, we want you to join our team as a Field Marketing Executive focusing on Leeds at Sneak Energy!

Key Responsibilities:

- **Merchandising Support:** Work closely with retail partners in Leeds to ensure optimal product placement and visibility, implementing merchandising strategies that drive sales and enhance brand visibility. The role will be field based with a large amount of time out & about meeting Sneak stockists and making sure they have everything they need to make us look great.
- **Brand Representation:** Serve as the face of Sneak Energy in the Leeds area, attending events, trade shows, and gaming conventions to engage with consumers and promote our products.
- **Event Planning and Execution:** Plan and execute marketing activations and experiential campaigns across Leeds, creating buzz and excitement around Sneak Energy products.
- **Relationship Building:** Develop and maintain strong relationships with local event organizers, influencers, and industry partners to secure collaboration opportunities and enhance brand exposure in the Leeds market.

Requirements:

- Full Driving License, this role will involve a minimum 4 days per week mobile.
- 2+ years of experience in field marketing, event management, or brand activation roles.
- Strong communication and interpersonal skills, with the ability to effectively engage with diverse audiences.
- Proven track record of executing successful marketing activations and driving measurable results.
- Highly organized with excellent attention to detail and the ability to manage multiple projects simultaneously.