



Sales and Events Executive - Shoreditch

Who we are:

A pioneer of organic home delivery, Abel & Cole is a brand famous for seasonal organic fruit & veg. Since 1988 we've built close relationships with other brilliant organic pioneers to deliver a wide range of fantastic organic food to people's homes across much of England. We represent a refreshing alternative to supermarket shopping, but without being worthy or preachy. No air freight, no silly packaging, no nasty chemicals – just great food produced by people who really love what they do. Proud of our culture and values, Abel & Cole is a certified B Corp – a growing movement that uses business as a force for good.

Fed by Abel & Cole is a new service from Abel & Cole focused on delivering food to the workplace. We offer high-quality food with a convenient and easy-to-use service, and flexible, zero-emission last mile delivery from a new network of hub locations within inner London.

Role summary:

Fed by Abel & Cole was created with a start-up mentality and launched in March of this year. We've come to the end of a pilot phase and are ready to scale up. Our focus is therefore now moving to acquiring new customers, with ambitious targets to reach.

Sales events and marketing pop-ups will form a key part of our marketing plan to acquire new customers. As the Sales & Events Exec, you will identify opportunities for targeted workplace-focused events, pop-ups and street pitches – opportunities to raise brand awareness, speak to potential customers face-to-face and generate leads. You will organise marketing materials, product samples, and location bookings, leading with support from additional team members or agency resource.

When not attending events, the purpose of the role is to find, develop and convert prospects to the Fed by Abel & Cole service. Leads come into the business from a variety of places and it's your role to understand these customers' needs, tailor the messages about Fed accordingly, get them excited about our service and get them signed up. This will be by a mixture of face to face meetings, emails and telephone conversations.

Reporting into the Fed Marketing Manager, you'll be based in our office on Shoreditch High Street with regular days (and some evenings) out the office running your events across London. This is an exciting opportunity to join a small team and play a leading role in the creation and growth of a new business in a fast paced and supportive environment.

What you'll be doing:

- Identifying suitable workplace-focused events in central London, thinking commercially.
- Organising all the logistics for the event (location within the building, the stand/display, printed materials to hand out, product samples) including recruiting and briefing staff for each event (from agency and internal team).
- Attending each event in person, with a hands-on approach, selling Fed to potential customers.
- Measuring and reporting back on each event, with recommendations for improvement.
- Following up leads that come into the business with tailored face to face, phone and email conversations, getting them to sign up stage, where you'll hand them over to the Customer Services team.

- Identifying and implementing other opportunities to speak to potential customers and generate leads
- Working with the Marketing Manager and Customer Services team to better understand our customers' needs and behaviours, feeding findings into these 2 teams.

What we're looking for:

- Proven commercial sales or account management experience
- Experience of organising and attending small-scale direct sales events or marketing pop-ups, either as events assistant, brand ambassador etc.
- A confident people person; articulate with an informative and soft selling style.
- Independent and target-driven; full of initiative and able to work with light-touch supervision and direction.
- Highly organised with great attention to detail, ability to prioritise and plan ahead.
- Excellent written and verbal communication skills, interpersonal skills, and the ability to develop strong relationships with colleagues and make a good impression with customers.
- Passion and personal engagement with great food, environmental sustainability, the organic movement or ethical business.
- An active interest in working for a start-up business model; willing to think outside your function and be driven to find better and more efficient ways of doing things.

What we offer:

- This is a full-time position (37.5 hours per week), with flexibility
- 33 days holiday (inclusive of bank holidays) running from the 1st May to 30th April
- A free box of fruit and veg every week alongside company discount of up to 35%
- Cycle to Work scheme
- Grants for sport, performing arts, education and non-vocational courses

Abel & Cole promotes equal opportunities for all employees. We want our employees to develop their talents to the full for the benefit of all. Members of staff are expected to take personal responsibility for keeping our workplace free from discrimination - a place where everyone is treated respectfully.