



ASTON MARTIN

Contractor Job Advert

Brand & Product Consultant – Aston Martin W-One, Park Lane

Job Purpose:

A challenging and rewarding role, providing Aston Martin customers, prospects, press and dealers with an outstanding 'one on one' experience when visiting Aston Martin W-One, Park Lane.

Create a 'hip' environment and consequently, reputation by hosting regular iconic brand/marketing events, helping to raise brand profile and awareness.

Key Responsibilities & Tasks:

- Responsible for day to day management of W-One, with one direct report – Showroom Host.
- Host all Aston Martin 'by appointment' guests: customers, prospects, dealers and general interest visits to Aston Martin W-One, providing an outstanding 'one on one' experience.
- Maintain highest levels of Aston Martin brand, product and historical knowledge.
- By working independently, and with Aston Martin dealers, influence 'Q' (bespoke service) and 'by appointment' VIP customers in the process of selecting the final details of colour, trim and options when specifying a car.
- Develop and implement a robust W1 events plan for both Aston Martin and co-events with Stratstone, Park Lane.
- Develop a suite of promotional tools to help promote W-One as an events location; preparing necessary guidelines, brochures etc.
- Develop a plan to attract luxury, lifestyle brands – fashion, art, jewellery, food etc. to the store for possible collaboration and/or event space hire.
- Manage Aston Martin showroom car displays.
- Develop and maintain strong relationships with Stratstone, Park Lane.
- Ensure high standards of front of house standards and resources are maintained on a daily basis.

Please submit applications to careers@astonmartin.com and state your hourly rate expectations.

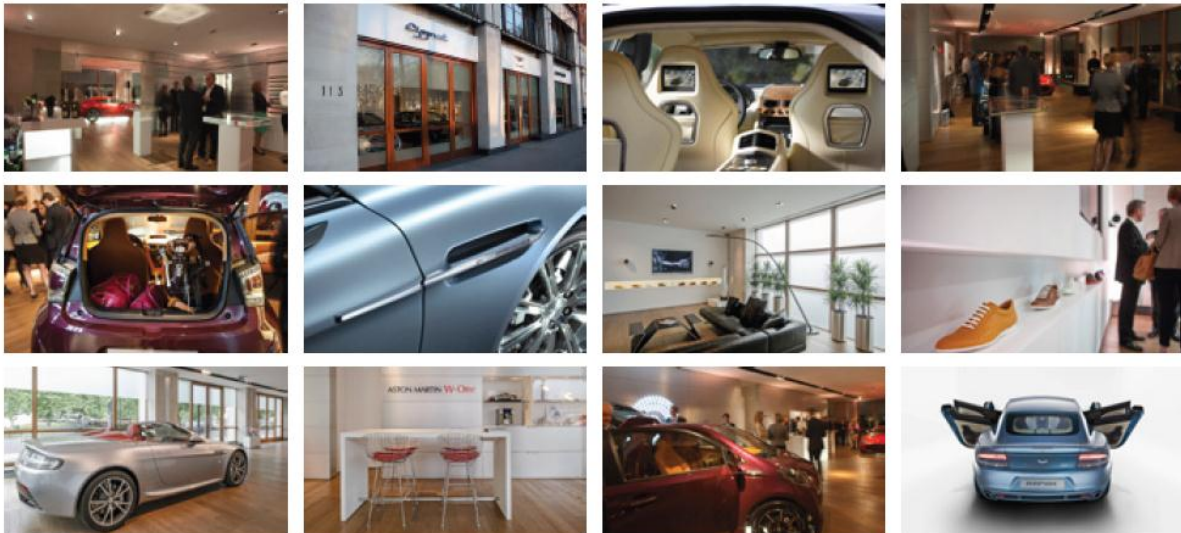


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Qualifications & Experience:

- Must have a high level of product knowledge, outstanding interpersonal, excellent presentation and communication skills.
- An understanding and appreciation of competitor products and luxury goods.
- Professional, reliable, punctual, presentable, welcoming and enthusiastic.
- Excellent administration and organisational skills.
- Good working knowledge of Outlook, Excel, Word etc.
- Ability to communicate effectively at all levels.
- Language skills would be an advantage
- Marketing or equivalent business degree is desirable however relevant luxury retail experience is essential.



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