



GROUND

PURE • CLEANING • POWER

August 2025

Retail Experience Associate Job Description

REPORTING TO: Retail Sales Manager

Magana, Kiambu (HQ) + Nairobi Markets/Events | Full Time

Job Grade: 3

Company Overview

Grounded is a women-run manufacturer of non-toxic cleaning and personal care products powered by Kenyan ingredients. Since 2017, we've been on a mission to convert homes and businesses to the new clean - free from harmful chemicals, rooted in local sourcing, and proven to perform.

Joining Our Team

At Grounded, we believe in creating spaces where people feel valued, respected, and empowered to bring their best selves to work. We celebrate diversity and inclusivity as drivers of innovation and growth. When you join us, you're not just selling products - you're championing a cleaner, healthier future for East Africa.

Role Description

We're looking for a vibrant, people-focused **Retail Experience Associate** who thrives on conversation, connection, and closing sales. You'll curate, plan, and run markets, activations, and in-store events that bring Grounded to life—ensuring every customer feels seen, heard, and inspired to try something new. You'll lead by example on the sales floor, energize your team, and make sure our merchandising is always at its best.

What You'll Do

Markets & Activations

- Curate and plan Grounded's presence at markets, pop-ups, activations, and retail events.
- Lead on-the-ground execution—engaging customers, telling the Grounded story, and confidently closing sales.
- Ensure activators and merchandizers follow display SOPs and merchandising scripts to perfection.

- Track performance of each activation, reporting on sales, customer feedback, and learnings.

Retail Experience Management

- Serve as the face of Grounded for events, retail launches, and factory tours—making visitors feel welcome, informed, and excited.
- Maintain consistent visual merchandising standards across all retail touchpoints.
- Collaborate with the Retail Sales Manager to design and execute promotional campaigns and product launches.
- Manage all of Grounded direct retail touch points (kiosks, shop fronts).

Campaign Development & Messaging

- In collaboration with marketing, draft campaigns and focused talking points / or launch materials, and train activation and merchandizing teams on the same.
- Contribute to product/promotion and signage/set up strategies to keep the brand premium and fresh for our target audience.

Team Management & Training

- Train activators and merchandizers on product knowledge, customer engagement, and merchandising guidelines.
- Lead from the front - demonstrating great sales conversations and setting the tone for excellent service.
- Motivate the team to hit and exceed sales targets.

Inventory & Sales

- Manage inventory for events and activations, including stock movement, replenishment, and returns.
- Consistently meet and exceed sales targets at retail and market events.
- Provide accurate post-event reconciliations of sales and stock.

Customer Communications & Marketing Messages

- Execute marketing messaging efforts to drive sales traction directly with customers (eg - dormant customers, other reminders or messaging triggers)
- Contribute to SMS/What's App marketing automations and strategy, use of the CRM

What You'll Need

- 2–4 years of experience in retail, merchandising, or events (FMCG experience strongly preferred).

- Proven track record in sales, with a talent for building rapport quickly.
- Strong knowledge of inventory controls and visual merchandising.
- Experience managing and motivating a team.
- A natural conversationalist - confident, approachable, and persuasive.
- Ability to plan and execute campaigns, launches, and events.
- Willingness to work weekends, public holidays, and evenings and travel to events as needed.

What Success Looks Like

- Customers love you!
- Customers leave events feeling connected to the brand—and with products in hand.
- Merchandising SOPs are consistently followed, keeping displays polished and inviting.
- Activators and merchandizers are motivated, informed, and consistently hitting targets.
- Events and activations are lively, well-executed, and profitable.
- Sales goals are exceeded through strong people skills and persuasive selling.

Salary Range

- KES 34k - 50k per month, gross, inclusive of commission, depending on experience.

[To apply - send your information through our job application form.](#)