

SALES REPRESENTATIVE, CENTRAL LONDON



Why Riverford?

Each week, Riverford delivers outstanding organic food to around 65,000 homes across the UK. This takes loads of brilliant people, from veg growers and box packers to IT experts, and more besides.

We're a friendly, forward-thinking bunch, and our core values run through everything we do. Riverford is 100% employee owned, so working here makes you a 'co-owner' – and it's not just a name! Everyone can play a part in shaping our business. Success means much more than just profits; we want this to be a place people enjoy coming to work, and a business our co-owners feel proud of.

Riverford is proud to be a B Corp; the certification for ethical businesses which work to benefit people and planet. In 2022, we were named one of the Best for the World™ B Corps! This means that our positive impact on staff scored in the top 5% of all B Corps of our size worldwide.



We're thrilled to have made this year's Top 100 UK Best Large Companies list! It's a well-earned recognition of the hard work and passion of our co-owners, and the unique culture we've grown together—a place where everyone can roll up their sleeves, grow, and truly enjoy the journey.

What you'll be doing

Our customers are at the heart of everything we do at Riverford, and we strive to build a long-lasting relationship with each and every one. We've found that the best way to build engagement with our customers is at the very start of their journey and as a result, we've grown and nurtured an established and award-winning face to face sales team. These brand ambassadors work across the English countryside together to bring new customers into the business.

As part of a small team, you'll be tasked with the set up a full display stand with selection of Riverford's delicious organic fruit and veg at a foodie fair or festival, the next day it could be a busy high-street location or on occasion, a pop-up business lunch meet & greet, talking to people about the benefits of Riverford. It's all about building brand awareness and encouraging prospective customers to place their first order with us.

Great customer service skills, natural sales ability and a happy, confident outgoing nature are the characteristics that make a great sales representative for Riverford. As a member of our regional face to face sales team, you will get to work with a product that people love talking about and at the same time have the opportunity to develop some really useful transferable skills for a brand that is well recognised and respected.

This is a permanent position, minimum 40 hours, over 5 days per week which includes a heavy emphasis on weekend working (inclusive of Bank Holidays) and longer days due to travel.

You'll report into a designated Regional Sales Manager and based from our New Covent Garden Distribution Hub: Units 133 - 135 New Covent Garden, 9 Elms Lane, Battersea, London SW8 5NX. There will be an expectation to travel further afield with overnight stays, as and when required with notice.

Your responsibilities

- **Attending pre-booked high-street locations, shows and events within a designated local area and travelling further afield as and when required with a focus on acquiring new customers for a regular order**
- **To represent the Riverford brand values at all times whilst promoting Riverford**
- **To regularly achieve weekly sales targets set by their aligned Sales Manager**
- **Complete sales orders to the procedures set by Riverford**
- **Provide feedback to the Sales Manager on the daily acquisition activities**
- **Upkeep and responsibility for the team show kits, to ensure we are well presented at all times**
- **Van to be clean and tidy in-side and outside, all show equipment stored in an appropriate way**

The list above is a guide. You may need to respond to business needs by going beyond this guide, using your initiative, challenging the status quo and coming up with ideas on how things can be done more effectively.

Skills & experience

- **Clear and friendly face to face communication skills**
- **Able to cope with the physical demands; Working outdoors, lifting heavy items and covering long distances on foot**
- **Confident, natural sales ability**
- **Full UK driving licence & confident driver**
- **Comfortable working independently and on your own initiative, as well as within a team**

Personal qualities

- **Enthusiastic and outgoing; Great communicator with all sorts of different people**
- **Interest in food and farming would be beneficial**
- **Comfortable with talking to a wide range of audiences**
- **Target driven**
- **Willing and able to travel within the UK and be flexible on working hours**

Salary

We offer a basic salary of £29,111.91, together with a rewarding ‘on target’ uncapped commission with realistic earnings of £38 - 40k OTE



WHAT'S IN IT FOR YOU?

**33 days holiday pro rata (including bank holidays),
plus an extra 2 days when you hit 5 years with us**

Generous & ethical co-owner pension scheme

**Annual profit share; at least 10% of all our profits are split
equally between all co-owners.**

30% off everything we sell

**Enhanced maternity/paternity pay (plus six months of
free organic veg boxes for you and your new arrival)**

An annual allowance to spend on Riverford clothing

Lots of free co-owner social events and celebrations

2 paid volunteer days per year

**Bike loan scheme (we'll cover the cost
initially so you can get your bike tax-free)**

Life assurance cover

**A generous thank-you gift if you 'recommend a friend' to
work with us too. Lots of people work alongside their loved
ones at Riverford.**

**Wellbeing resources, including Mental Health First Aiders
and access to free health and wellbeing services such as
counselling and physiotherapy. Your wellbeing is a top
priority, and
there's lots of support at Riverford and beyond.**

**Training and progression opportunities open to
all, including fully funded apprenticeships.**



Riverford's values

