

Merchant Engagement Ambassador (Scotland Loves Local Gift Card)

Location: This is a field-based role with frequent weekly travel required across Scotland, or a defined subset of Scottish Local Authority areas (TBC).

Salary: £25,000 per annum with associated incentive scheme.

Contract: Fixed term for 12 months initially with the aim to establish the role and convert to a permanent position.

Benefits:

- 33 days holiday pro-rata (including statutory and bank holidays)
- Pension contributions
- Vitality Health Insurance
- Flexible working options
- Incentive scheme

Reports to: Head of Customer Experience - UK

Line reports: None

About Miconex

Miconex's mission is simple: providing communities with a tangible means to retain spend in their local area by diverting spend back into local businesses of all types and sizes, helping people to explore the places where they live and work, and positively connect with their community. With Miconex, local and loyal shopping becomes not only easy for customers, but desirable, contributing to the evolution of high streets and downtowns around the world. As we continue to expand, we are seeking a Merchant Engagement Ambassador to provide support for merchants and to promote Scotland Loves Local Gift Cards across Scotland.

Role overview

The Merchant Engagement Ambassador will be responsible for helping to promote and grow the Scotland Loves Local Gift Card (SLLGC) program with merchants across the country. This role is pivotal in driving merchant engagement, increasing Gift Card sales, and maximising the impact of the Gift Card across Scotland's towns, cities, and regions. By building strong relationships with key stakeholders, the Ambassador will ensure the SLLGC becomes an ever more central tool for supporting local economies.

Key responsibilities

Visible program ambassadorship: Act as a visible and positive ambassador for the SLLGC through promoting the program via social media channels and building an engaged audience of both individuals and organisations.

Stakeholder engagement: Proactively engage with merchants, key local authority contacts and local businesses to promote the benefits of the SLLGC, ensuring widespread understanding and adoption (based on a deep understanding of the significant value of the program and the opportunity supporting it brings). Ensure retail sales points and kiosks operate effectively, supporting these operationally where needed as a point of contact.

Merchant support and troubleshooting: Provide both hands-on and remote telephone support to participating merchants, including training on the benefits of the Gift Card, guidance on in-store promotions using Miconex materials, and assistance with marketing activities. Foster strong relationships with both independent and national merchants to encourage active promotion of the Gift Card and awareness of how to accept and process it amongst their teams.

Business and organisation outreach: Attend relevant conferences, networking events, and local forums to raise awareness and drive uptake. Act as the primary advocate for the SLLGC, representing the program in towns, cities and regions across Scotland. Champion the benefits of supporting local economies through the Gift Card at every opportunity, including on appropriate personal social media channels.

Collaboration and best practice sharing: Work closely with Miconex, Scotland's Towns Partnership and local authority partners to share insights, success stories, and best practices that can leverage greater success for the SLLGC program and be shared across the channels each operates. Support the rollout of new initiatives and tools to enhance program effectiveness for merchants as these arise.

Merchant visibility enhancement: Ensuring that merchants are aware of the full range of Miconex materials they have access to in order to indicate to customers that they accept the SLLGC. Offering merchants the opportunity to become SLLGC sales points and managing the end-to-end onboarding process (by agreement with Miconex clients and to a targeted list).

Key outcomes

- Increased SLLGC sales and merchant participation across Scotland
- Decreased merchant attrition rates
- Enhanced awareness and understanding of the Gift Card among businesses, organisations, and consumers, and enhanced client satisfaction with the SLLGC program, as measured by Miconex survey activity
- Stronger relationships with key stakeholders, leading to greater collaboration and program advocacy, increased Gift Card sales and increased redemption by cardholders in merchants
- Consistent, high-quality in-merchant activity and use of Miconex materials at both national and local levels in merchants, both independent and chains, within areas operating a branded Scotland Loves Local Gift Card program
- Measurable impact on local economies through increased spend and investment

Qualifications and experience

- Experience in stakeholder engagement, business development, or program/client management with a personable and persuasive manner
- Excellent verbal and written communication and relationship-building skills, with the ability to influence and inspire a wide range of audiences
- Experience in sales or promotional roles, ideally within a retail or FMCG context
- Technology proficiency:
 - Experienced user of social media with an active understanding of effective posting strategies that achieve volume engagement within social media algorithms; creative producer of content including stories, videos and milestone posts, collaborating with the customer experience and marketing teams
 - Comfortable working with various software and hardware systems, with the ability to learn new tools quickly
 - Experience of using retail POS and payment systems is an advantage



- Proficiency in Microsoft Office (Excel, Word) and experience working with data, spreadsheets, and reporting tools
- Self-motivated, proactive, and results-driven, with a passion for supporting local businesses and communities
- Organisation and time management: Ability to manage multiple tasks, prioritise workloads, and meet deadlines
- Ability to travel across Scotland to attend events and meet stakeholders as required. Car ownership and a clean driving licence is a requirement as many communities involved are not well served by public transport

Why Join Miconex?

- Miconex is a rapidly growing company dedicated to supporting local economies through innovative Gift Card programs
- Be part of an innovative and mission-driven company making a real impact
- Work in a dynamic, collaborative environment with opportunities for professional growth
- Join a friendly, collaborative team where your contributions are valued

How to apply

To apply for the Merchant Engagement Ambassador role, please send your email and CV outlining why you'd be a great fit to Helen Kathuria, Head of Customer Experience - UK: helen@mi-cnx.com by 28th May 2025.