FIELD SALES AND BRAND ACTIVATION INTERN

Break of Dawn · Mumbai · bybreakofdawn.com

ABOUT US

Break of Dawn has been making fresh, plant-based dairy in Mumbai since June 2017. An all-women kitchen makes the whole range from scratch: almond milks, cultured almond cheeses, nogurt, bliss balls, dips and butters. No preservatives, ever. The kitchen team starts early so orders reach doorsteps at the crack of dawn.

THE JOB

- **Location:** Field days across Mumbai, in busy places like Marine Drive, Bandra, Colaba and Kala Ghoda. Remote days from home. Our kitchen is in Deonar, Govandi East, for the odd team meeting.
- **Job type:** Internship, 3 months, starting immediately. Exceptional interns will be offered a full-time role.
- **Pay:** Paid internship. Monthly stipend plus incentives on what you bring in. We share the amount at the interview.
- **Work mode:** 3 days a week of field work and 2 days working remotely. The field days are Friday, Saturday and Sunday, because that is when markets and tastings run.
- **Travel:** We pay your travel to the places we send you for tastings, markets and events.

THE ROLE

We're looking for someone who can talk to almost anyone. As our Field Sales and Brand Activation Intern, you'll represent Break of Dawn in public: in busy neighbourhoods, at farmers' markets, flea markets and pop-ups. You'll get people to discover and taste our products, film their real reactions, and turn those conversations into orders and repeat customers.

WHAT YOU'LL DO

- **Planning your outings:** work out where to go and who to meet: activity clubs such as run clubs and fitness groups, restaurants, cafés, companies and their HR teams, and learn what we can sell where
- **On-ground sampling:** run tastings in busy places like Marine Drive, Bandra, Colaba and Kala Ghoda, introduce people to Break of Dawn and take orders
- **Starting conversations:** approach people in public without hesitation, start a conversation and invite them to taste
- **Selling and objections:** explain our products and their benefits, answer questions, handle doubts and turn interest into orders
- **Markets and events:** move around farmers' markets, flea markets and pop-ups, bring visitors to taste, explain what we offer and drive sales
- **Creators at tastings:** invite creators and influencers to our tastings and pop-ups, and film with them so their followers find us too
- **Content with the public:** film and photograph people trying our products, with their permission, and capture genuine reactions and opinions for our social media
- **Feedback:** share what people say about the taste and price with the team every week
- **Leads and follow-up:** collect the details of interested people, follow up on WhatsApp, and turn tastings into first orders and repeat customers

- **Remote days:** report on the week, follow up with leads and clients, and set up meetings, tastings and calls
- **Brand representation:** represent Break of Dawn professionally and with energy at every location, market, pop-up and activation
- **Tracking:** log every outing: where you were, how many people tasted, how many left their number and what they ordered

WHAT WE'RE LOOKING FOR

- You know how to sell: you can turn a simple conversation into a real customer
- Exceptional communication and articulation, in English and Hindi: you speak clearly, confidently and naturally
- Authentic: you come across as yourself, never scripted or pushy, so people trust you
- A big personality: naturally outgoing and socially confident, you can strike up a conversation with almost anyone
- Unbothered by rejection or judgement: you hear no and greet the next person with the same energy
- Energetic, approachable and quick-thinking, and good at reading people and situations
- A good listener who adapts to the person in front of you
- Comfortable filming people on your phone and putting them at ease on camera
- An events background: you have worked events, brand activations, sampling or pop-ups before, and can tell us what you did

BONUS POINTS

- Experience selling at markets or in retail
- Your own videos on Instagram or YouTube, or experience working with creators

> **You'll thrive here if** you love meeting new people, you would rather be out in the city than at a desk, and you get a kick out of watching someone taste something for the first time and ask where they can buy it. If that sounds like you, we would like to hear from you.

ADDRESS	Break of Dawn, Ground Floor, Jayshree House, Govandi Station Rd, Deonar, Govandi East, Mumbai 400088
WORKING STYLE	Three days in the city, two days remote, working directly with the founder.

TO APPLY

Send your CV.

All CVs and questions about this role go to:

aaryaman@bybreakofdawn.com