

PRODUCT EXPERIENCE SPECIALIST

**Could you teach a room full of carpenters something new?
Could you take years of site experience and turn it into
videos, demonstrations and content that helps thousands
of tradespeople work smarter?**

Trend Tool Technology is looking for an experienced **Product Experience Specialist** to join our growing Marketing Team.

This role has a strong focus on product demonstrations, technical education and content creation, helping bring Trend products to life across every customer touchpoint.

We're looking for someone who's spent years on the tools and genuinely understands what professional tradespeople expect from their equipment. Someone who enjoys explaining why something works, not just what it does.

This role isn't about sitting behind a desk. It's about becoming the technical voice and face of the Trend brand, helping shape how our products are demonstrated, photographed, filmed and experienced by customers around the world.

Working closely with our Product Team, Marketing Team and Social Activation Specialist, you'll bridge the gap between technical product knowledge and engaging marketing, ensuring every customer interaction is accurate, authentic and built on genuine trade expertise.

Based at our Watford HQ, you'll also attend trade shows, exhibitions, filming locations and customer events, representing Trend wherever our products are being demonstrated.

WHAT YOU'LL BE DOING

- Appear in product demonstrations, tutorials, photography, videos and social media campaigns.
- Become the technical authority within the Marketing Team for Trend products, accessories and best practice.
- Work closely with the Product Team to understand new product developments and translate technical knowledge into customer-friendly content.
- Review marketing materials before publication to ensure technical accuracy and consistency.
- Support the creation of instruction manuals, installation guides, user guides, packaging copy and technical literature.
- Advise photographers, videographers, designers and content creators to ensure products are assembled, installed and demonstrated correctly.
- Demonstrate products using recognised trade techniques and professional best practice.
- Develop educational content that helps customers get the very best from Trend products.
- Work alongside our Social Activation Specialist to support influencer campaigns, providing technical guidance and ensuring product demonstrations are authentic and accurate.
- Support product launches through demonstrations, technical presentations and customer-facing content.
- Represent Trend at exhibitions, trade shows, distributor events and customer training sessions.
- Act as a trusted product ambassador for the Trend brand.



WHAT WE'RE LOOKING FOR

- A qualified carpenter with a recognised apprenticeship, City & Guilds, NVQ Level 3 or equivalent.
- At least eight years' practical experience working on site.
- Extensive experience using professional woodworking tools, accessories and machinery.
- A strong understanding of construction techniques, product application and industry best practice.
- Excellent communication and presentation skills.
- Comfortable presenting to audiences and appearing in videos, photography and social media content.
- The ability to explain technical information clearly to both experienced tradespeople and beginners.
- Strong interpersonal skills and confidence working across multiple departments.
- A willingness to travel throughout the UK and internationally.

It would also be advantageous if you have:

- Experience delivering product demonstrations.
- Experience supporting photography, video production or content creation.
- Experience working alongside influencers or content creators.
- Experience testing products or benchmarking competitor products.
- Exhibition, public speaking or training experience.



WHAT WE OFFER

- Competitive salary.
- Hybrid working (2 days per week at our Watford HQ).
- 25 days holiday plus bank holidays.
- Ongoing training and development.
- Opportunities to attend trade shows, workshops and international events.
- The opportunity to become one of the technical faces of the Trend brand.
- A supportive team where your knowledge and expertise will directly influence how customers experience our products.

WHY THIS ROLE MATTERS

Every product tells a story.

As our Product Experience Specialist, you'll help ensure that story is accurate, authentic and genuinely useful to the people who rely on our tools every day.

Whether you're demonstrating a new router, supporting an influencer on location, reviewing product content or helping launch the next innovation, you'll play a vital role in bringing Trend products to life.

If you're passionate about craftsmanship, enjoy sharing your knowledge and want to influence how thousands of tradespeople discover and use our products, we'd love to hear from you.

HOW TO APPLY

Please send your: CV & Cover Letter to

diane.allan@trend-uk.com

