



Brand Ambassador Job Description

We are looking to hire an enthusiastic Brand Ambassador to be the face and voice of our brand. As a successful candidate, you will be involved in increasing brand awareness and sales by promoting our products through various media channels including in person and online. You will work closely with other team members to achieve our goals and objectives, such as communicating the value of our products to customers, tracking customer feedback, and representing the brand.

To excel in this role, you will have excellent communication and networking skills, and a strong presence on social media. Previous experience as a brand ambassador or similar role is strongly desired, as well as knowledge of sales and marketing principles.

Responsibilities:

- Familiarizing yourself with our mission, vision, and goals.
- Working with team members to implement campaigns and strategies.
- Checking identification of customers before sampling.
- Educating customers and retail employees about our products.
- Completing required state licensing classes or certifications.
- Creating website and social media content that drives brand awareness and attracts new customers.
- Monitoring customer feedback and escalating complaints.
- Representing the company at events.
- Brainstorming ideas and participating in training and workshops.
- Maintaining a positive, professional image of the brand at all times.

Requirements:

- Bachelor's Degree in Marketing or related field.
- Prior experience in a customer service environment.
- Excellent verbal and written communication skills.
- Friendly, approachable, and outgoing personality.
- Working knowledge of social media platforms and tools.
- Willingness to learn and be a team player.