

Job Opening

Brand Ambassador



To apply please send resume to debbie@firststepmarketing.net

Please indicate Brand Ambassador in the subject line.

Location: First Step Marketing - Laguna Beach and Costa Mesa

Education Required: None

Experience Required: See below

Compensation: \$22 - \$23 per hour

Part Time Position: Weekends

Looking to hire an enthusiastic Brand Ambassador to be the face and voice of the brand. As a successful candidate, you will be involved in increasing brand awareness and sales by promoting our products through various media channels. You will work closely with the sales and marketing division to achieve its marketing goals and objectives, such as communicating the value of the products to customers, tracking customer feedback, and representing the brand through launches and events.

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

Essential job duties:

- Familiarizing yourself with the company's mission, vision, and goals.
- Working closely with sales and marketing staff to conceptualize or execute marketing campaigns and strategies.
- Educating customers, retailers, and distributors about the products.
- Building rapport with customers and vendors.
- Monitoring and documenting customer feedback.
- Tracking customer preferences, metrics, and media campaigns.
- Representing the company at product launches, events, and trade shows.
- Brainstorming ideas and participating in training and workshops.
- Maintaining a positive image of the brand at all times.

Minimum Qualifications:

- Prior experience in customer service, retail or training
- Excellent verbal and written communication skills
- Friendly, approachable, and outgoing personality
- Working knowledge of social media platforms and tools
- Adaptable with the ability to prioritize tasks
- Ability/ willingness to travel to multiple locations
- Reliable transportation and a valid driver's license
- Ability to stand or walk for extended period of time, and regularly lift product material
- Commitment to work afternoons, evenings, or weekend

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