



BRAND AMBASSADOR

JOB - 21065

Revision No. 0

Page | 1 of 2

Purpose:	The purpose of this position is to be responsible for the promotion of the NuPlasma brand to Texas State University students living in San Marcos, TX.
Primary Responsibilities:	<p>The Brand Ambassador role encompasses the following primary responsibilities:</p> <ul style="list-style-type: none">• Maintain and develop relationships with other student influencers to increase brand visibility• Learn and acquire extensive knowledge of the brand and ensure that donors fully understand NuPlasma's purpose• Search for advertising opportunities on campus and in the surrounding areas• Help design and distribute branded marketing materials such as shirts, prizes, and giveaways• Build and distribute mass communication messages such as text messages, emails, and brochures• Conduct presentations to deliver relevant information to student organizations• Distribute a set quantity of product each week at events with high attendance of the target audience (includes nights and weekends)• Execute contests and organize events on or near campus• Autonomously develop weekly product distribution plan, acquiring approvals from Director of Marketing and Center Director, as necessary.• Understand overall business goals and track key performance indicators• Maintain consistent communication with the Director of Marketing
Qualifications:	<ul style="list-style-type: none">• Must be actively enrolled at Texas State University• Marketing major preferred but not required• Friendly, outgoing personality with excellent interpersonal skills• Strong knowledge of local culture and community. You must know the school and the student body like the back of your hand!• Extremely active and well versed in social media• Must know how to balance work and play!



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Page | 2 of 2

Occupational Demands:

- Work between 10-15 hours per week
- Must be able to occasionally work nights and weekends
- Ability to walk and stand with intermittent sitting, for the entire work shift.
- Requires frequent leaning, bending, crouching, and reaching above the shoulders and below the knee.
- Requires frequent lifting up to 5Lbs, and occasional lifting of up to 50Lbs.

Acknowledgement

I have received, reviewed and fully understand the job description for Brand Ambassador. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name _____ Date _____

Employee Signature _____