

Brand Ambassador Job Description

Duties and Responsibilities:

- Monitor and understand the brand's movement, pricing, and distribution patterns
- Be the firm's(brand's) face at marketing meetings, seminars, and conferences
- Help in putting marketing displays in place and making sure that the brand's advertising instruments are positioned at strategic points
- Formulate, develop, and maintain strong communication links with customers
- Represent the brand to the customers in a positive manner at all times
- Work with the firm's sales/marketing division(s) to understand the firm's goals/objectives
- Plan and carry out awareness programs to get to prospective customers
- Provide insights and feedbacks on issues concerning the brand
- Promote the brand through personal social media accounts.

Brand Ambassador Requirements – Skills, Knowledge, and Abilities

- Possess good leadership skills to be able to set a proper example for your team
- Must be able to show appreciation for, and a good knowledge of marketing
- Portray a high level of professionalism while dealing with customers
- Passion for growing relationship(s) with customers of different backgrounds
- Must have a well-established online (social media) presence
- Must show high levels of credibility at all times
- Must be a team-player. This attribute is necessary in the delivery of quality service
- Willingness to learn, or put differently, openness to new ideas on the part of the brand ambassador is also required

- A degree in marketing or other similar discipline
- 1-2 years of experience in a similar position
- Social media savvy.