

GMR Marketing LLC

College Ambassador

Calling ALL Hipsters, Athletes, Socialites and UW students!

Are you a full time student living on campus and plugged into the social and athletic scene? If so, our client wants YOU to represent their brand on campus during the 2009 spring semester. So if you find yourself spending more time at the rec center than on your couch... read on... because we want to hear from you!

GMR is currently partnering with one of our clients- a leader in the sports drink industry- to execute a nationwide college promotion during the 2009 spring semester. This opportunity will allow you to gain valuable marketing experience while working 6-10 hours per week in an exciting, fun-filled capacity. We are looking for responsible and organized students who possess strong leadership skills and ultimately live an active lifestyle.

Essential Duties & Responsibilities

- Scout out campus scene and help identify areas and happenings endemic to campus and campus life that would be relevant for brand.
- Obtain necessary event information, including site determination, permitting and supplies needed.
- Determine and navigate the local campus rules.
- Establish a team of supporters (guys and girls looking to help activate/execute programs and spread the word).
- Infiltrate the exercise/fitness and social athletics scene to spread the word.
- Manage all on campus product sample support / storage / distribution and any program related data collection / input.
- Manage each event and provide detailed recaps to account team.
- Work within the allotted budget for each event/activities.
- Complete expense reports and event recaps on the dates specified.
- Effectively represent and uphold the integrity of brand.
- Create awareness of brand and represent the lifestyle of the brand.
- Facilitate and execute brand approved programs.
- Other duties as assigned, but on average, the employee can expect about 10 hours of work per week.

Qualified Candidates Should Possess:

- Ability to work independently and efficiently.
- Organization skills and understanding of marketing principles.
- Social, athletic, and has knowledge of the campus and campus life.
- Ability to lead/rally others to participate.
- Knowledge of the brand and product line.
- Ability to effectively communicate with clients, staff and co-workers.
- Utilize creative problem solving skills.

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- Knowledge of college market, particularly intramural sports, fitness, and athletic teams.
 - Ability to interact well with the general public.
 - Ability to perform multiple tasks under adverse conditions.
 - Promotional/management experience preferred, but not necessary.
 - Ability to lift and carry 50-100 pounds unassisted.
 - Must be a full-time student attending UW and able to commit 10 hours a week to program

If you would be interested in working this event, please visit www.gmrjobs.com to apply today!

We encourage you to visit our website at www.gmrmarketing.com for additional details about GMR Marketing LLC.

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