

## **Be Mixed Brand Ambassador**

### **Location: Northern California**

Are you better than vodka soda? Looking to be part of an extremely passionate and quickly growing team? Join us to help spread the clean drinking movement in your city!

Be Mixed is the consumer products company dedicated to taking sugar down, while keeping life sweet. Launched in fall 2015 by two women looking to create a cleaner way to drink, Be Mixed started by making easy to enjoy, delicious cocktails (and mocktails!) without compromising taste. Be Mixed is now available at [www.bemixed.com](http://www.bemixed.com) and on shelves in close to 1,000 retail locations nationwide. We are the first all-natural, zero calorie, sugar-free cocktail mixer, and expanding our product line to sweeten your first and last beverage of the day, guilt-free.

We're looking for a dynamic and outgoing self-starter to join our team! In this role, you will report to our Brand Director and be responsible for creating a brand experience that builds brand recognition, awareness, and excitement, while driving sales. Your focus will be key account management through building relationships with key decision-makers, scheduling and executing samplings, driving sales through orders, and creating promotional opportunities. You will also identify local partnerships, events, and influencer opportunities to build brand recognition and excitement.

The ideal candidate is a dedicated, proactive and positive team player, has a passion for health, wellness and sweets, and is ready for their next challenge!

### Key Responsibilities:

- Positively represent the Be Mixed brand
- Engage and educate consumers on the taste, quality, and ingredients of Be Mixed
- Serve as point of contact with Be Mixed retailers and distributors
- Establish and maintain rapport with key store individuals, while providing outstanding customer service and knowledgeable feedback to Be Mixed team
- Actively promote brand in-store through sampling events, merchandising efforts, and premium shelf placement/displays
- Identify local marketing opportunities and execute events, creating authentic and memorable brand impressions
  - These opportunities can include, but are not limited to: community events, retailer events, influencer and celebrity seeding, media, and strategic venue partnerships
- Assist with digital content creation and promote brand via social media
- Ensure orders are placed regularly and in anticipation of all demos across market
- Handle all aspects of product merchandising in-market, working closely with local agencies
  - Includes stocking, straightening, replenishing and tracking inventory levels
  - Manage expiration dates on all product on shelf and in back-stock
- Oversee and manage company resources including sampling product, display racks, point of sale materials, and event assets
- Complete regular recaps and expense reports

Qualifications:

- Outgoing personality – willing to talk to anyone and strike up a conversation!
- Natural relationship builder with excellent presentation skills
- Entrepreneurial spirit with an ability to come up with new ideas, execute, and report back on results
- Views “no” as an exciting opportunity to change someone’s mind!
- Enjoys face-to-face interactions with consumers
- Flexible and able to adapt quickly in a fast-paced environment
- Self-motivated and energetic, with a positive, proactive and transparent attitude
- Able to educate consumers about product benefits and features
- Working knowledge of Microsoft Suite (Word, Excel and Power Point)
- Available to work some weekends
- Not afraid to get down and dirty unpacking boxes
- Passionate about taking sugar down, healthy living, and the Be Mixed mission!

Compensation is based on experience. This is a 10-30 hour/week position as a 1099 independent contractor, with the potential to grow into a full-time position.

To Apply: [whitney@be-mixed.com](mailto:whitney@be-mixed.com)

Please send resume and a bit about yourself, including why you think you’re a great fit to join our powerful brand ambassador team!