

**SOCIAL MEDIA BRAND AMBASSADOR (REMOTE)****JOB DETAILS**

As a Brand Ambassador, you will collaborate with our Social Media Managers to be the face and voice of our brand. As a successful Brand Ambassador, you will be involved in increasing brand awareness and sales by promoting our products through various media channels. You must be an enthusiastic person and be able to work closely with our sales and marketing teams to achieve measurable and track-able goals and objectives. This will include communicating the value of our professional development / training courses and content to business leaders, working professionals and students, tracking feedback from these parties, and representing the brand in all online places and (if any) offline events. It is not anticipated you will need to travel in this role.

To excel in this role, you must have a bright and exciting personality, excellent communication and networking skills, and a strong presence on social media. Previous experience as a brand ambassador or similar role is strongly desired, as well as knowledge of sales and marketing principles.

Acting as a Brand Ambassador, you focus on positively influencing:

1. Line of business decision-makers and heads of training in our Fortune 1000 target client base
2. Working professionals who are target students for our live and online courses (see our websites for reference to the audiences we target)

Your role involves:

1. Familiarizing yourself with our mission, vision, and goals
2. Working closely with our Social Media Managers to conceptualize marketing campaigns, social media strategies and tactical tools for implementing each
3. Executing those campaigns, strategies and tools in tight coordination with Social Media Managers
4. Educating our corporate customers, working professionals and students, and any channel partners and distributors about our professional development and training courses, and our brand
5. Creating website and social media content to drive brand awareness and attract new customers
6. Building rapport with customers and instructors
7. Monitoring customer feedback and escalating complaints to the marketing department
8. Tracking customer preferences, metrics, and media campaigns
9. Representing the company at product launches, events, and trade shows
10. Brainstorming ideas and participating in training and workshops
11. Maintaining a positive image of the brand at all times

**REQUIREMENTS**

- ✓ A Bachelor's Degree or equivalent preferred
- ✓ Bachelor's Degree in Marketing or related field
- ✓ Prior experience in a customer service environment
- ✓ 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

**COMPANY SUMMARY**

We are on a mission to transform technologists into world-class experts and business people into tech savvy leaders. It's that simple!

We are a specialized training company that provides live and online education for technology companies, financial institutions, government agencies and many others around the world. Our target audience are professionals working inside these client organizations.

We offer free online courses and private customized courses. The free online courses are a means of developing relationships (and upsales) with large companies who have many users of on these free courses, and the various individuals who want to subscribe to our course library.

More about us is located at <http://www.starweaver.com> and on our learning management system at learning management system at <http://lms.starweaver.com>. You can also view some of our online courses at a third party sites, where we also syndicate our content (e.g., <https://www.udemy.com/u/paulsiegel2>).

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