



Job Description

JOB TITLE: Wiiings Team Member, Sampling Program

IMMEDIATE MANAGER	:	Field Marketing Specialist
DIRECT REPORTS	:	None
CLASSIFICATION	:	Non-Exempt

PURPOSE OF THIS JOB

Wiiings Team Members are part of unique fleet of charming, knowledgeable and affable individuals spread across the top 50 markets in the United States. These Wiiings Team Members are passionate about Red Bull and share their love for the brand with current and future consumers at unexpected and unique times. The most important part of a Wiiings Team Members' job is to put a Red Bull product and leaflet in the consumers' hand and offer a memorable experience that will drive brand loyalty.

Wiiings Team Members are the face of the Red Bull brand.

TO BE A SUCCESSFUL WIIINGS TEAM MEMBER YOU MUST:

BE THE FACE OF THE BRAND

These guidelines are in effect during branded, or non branded sampling missions, team trainings and meetings, Invasions and Blitzes and or anytime when the employee is representing Red Bull.

Premium First Impression:
Hiring Manager(s) may issue more specific guidelines.

PHYSICAL APPEARANCE

- Attractive, natural appearance
- Maintain physically fit physique
- Well groomed hair and nails
- No chipped finger or toe polish
- Clean natural styled hair, no distracting colors
- Natural make-up, no distracting colors
- No tattoos, piercings, or staples in earlobes, on face or any other visible body part while wearing the Red Bull logo

CLOTHING

- A premium appearance that incorporates the RB logo along with employee's own subtle style
- No ripped, torn or frayed jeans, jeans skirts or any other clothing item unless it is a premium, designed look
- Must wear non-branded attire for all sampling missions – outdoor, indoor, etc.
- Must wear one branded shirt and use sampling bag for product while on sampling mission
- Must always have RB Logo visible while on a Sampling Mission
- If employee chooses to wear a hat during a mission it must be a sampling approved hat with the logo
- Appropriate shoes, which are suitable to the sampling mission, must be worn at all times
- Red Bull logo is to be worn only during sampling missions; wearing the logo off mission is strictly forbidden

CONDUCT

- Maintain charming and lighthearted attitude during entire duration of sampling mission
- Maintains high level of energy during entire duration of sampling mission
- Embodies the brand values during every sampling mission
- Must be polite, courteous, and treat all consumers respectfully regardless of the situation
- Must comply with local, state, and federal law
- Outside of breaks must refrain from eating, smoking, and chewing gum during missions
- During mobility missions, must adhere to all safety guidelines and if necessary wear appropriate safety gear as provided by hiring manager(s)
- Must treat the company vehicle with care whether on or off the road; must maintain the upkeep and premium appearance inside and outside of the Mini Coopers



Job Description

BE PRODUCT & BRAND EXPERTS

- Become a credible Product and Brand expert: deliver a benefits message and leaflet with every consumer interaction
 - Be knowledgeable and comfortable overcoming objections with the consumer and answer questions
 - Understand the mental and physical benefits of the product and personalize them for the consumers
 - Develop and maintain a working knowledge of Red Bull properties and athletes
 - Be able to identify future Wiings Team Members while out in the field and exchange contact information for hiring manager
 - Must be willing to learn and take part in all aspects of the Red Bull business (such as marketing & sales)
 - Proactively provide ideas, contacts and suggestions for sampling on an ongoing basis
 - Contributes quality mission plans on a weekly basis
 - Willing to take ownership of key sampling campaigns and work with hiring manager to ensure successful execution
 - Occasionally work with distributor to open new accounts & host sales drives
 - Occasionally work with on and off premise managers to drive sales in local accounts
 - Develop relationship & assist counterparts in the SBM program with marketing, planning, & event executions
-

BE EXPERTS AT ENGAGING CONSUMERS

- Be the sparkling personality that captivates their audience at all times
 - Be a social chameleon: approach a variety of strangers and interact in a natural conversation with the goal of developing brand loyalty with the consumer
 - Be an active listener to ensure the consumer is driving the conversation
 - Acts as a Red Bull Ambassador at all times: may be asked to share Red Bull event info/links/video clips on their personal social networking pages/websites
 - Must be able to collaborate effectively with sampling partner
 - Develop a rapport with consumers in a short time through natural dialogue
 - Identify future mission opportunities while speaking with consumers and share relevant information with hiring manager
 - Build and maintain professional relationships with key contacts that will be helpful in developing sampling opportunities
 - Share mission success with hiring manager through candid pictures captured in field of consumers enjoying the product
-

SKILLS/REQUIREMENTS

1. Excellent communication skills
 2. Charismatic and outgoing personality
 3. A mature attitude towards life
 4. Must use good judgment
 5. Unique or individualistic hobbies
 6. Must be able to work exceptionally well with others in a team environment
 7. Local market knowledge is a plus
 8. Must have access to internet
 9. Must be located on a college campus or fully integrated into a collegiate network
 10. A reliable means of transportation and a valid driver's license that is not expired, suspended, or revoked
 11. Availability for 2-4 missions per week
 12. Flexible schedule – must be able to work unusual hours including nights, weekends and some Holidays
 13. Must be willing and able to occasionally travel overnight on special sampling missions
 14. Must be available to attend and actively participate in 1-2 team meetings per month
 15. Must be able to drive safely and navigate unfamiliar places in the Red Bull Mini Cooper
 16. Must be able to sit for extended periods of time in the Red Bull Mini Cooper during missions with long drive times
 17. Must be able to work under diverse weather conditions
 18. Must be able to stand and remain mobile for extended periods of time during sampling missions
 19. Must be able to lift/carry a minimum of 30 lbs of product
-