

## **Squeeze Juice Co. Ambassador Program**

### **Responsibilities:**

Squeeze Juice Co. is seeking Brand Ambassadors (BAs) to help promote their new and already established retail locations and share their love of Squeeze Juice products. BAs will be responsible for promoting and supporting the brand online via social media and by word of mouth.

We are looking for social media-savvy individuals who have a passion for the Squeeze brand and a desire to further develop their traditional and digital promotion skills. Candidates must be current consumers, understand the brand and its message, engaged with health and nutrition as a lifestyle, and already promoting it through social media outlets.

### **What we offer:**

**Opportunity:** You'll be part of a global iconic brand that designs products and experiences to enable the creative pursuit of your passions

**Product:** You will receive a complimentary Juice/Smoothie of your choice once per week and 50% off the rest of your purchases.

In exchange for posting on social media platforms and tagging Squeeze Juice Co appropriate social media , such as but not limited to: Instagram main feed posts, stories, twitter, tumblr, and Facebook.

### **Key Responsibilities**

Drive consumers to the Squeeze retail stores and events through a variety of tactics:

- 1) Word-of-mouth
- 2) Social media: Posting on your accounts weekly including a story, showcasing the brand with appropriate tags.
- 3) Events / Tradeshows: If available and needed, Compensation to be discussed and determined per event.
- 4) Flyers and posters: If requested and materials will be provided by Squeeze Juice Co.
- 5) Student group and/or organization outreach programs: if you feel this fits our culture and message, to be reviewed with the Ambassador Rep.
- 6) Other unconventional methods based on your understanding of the health/nutritional culture, to be reviewed with the Ambassador Rep.

Ongoing communication with the Squeeze Juice Co, ambassador representative will be required. To ensure the material and representation is adhered to.

**Qualifications:**

An enabler of creative expression and passionate about health, nutrition, and/or fitness culture.

Well-connected and an active member of influential health/wellness groups or organization.

Bold, outgoing and excited to advocate for the Squeeze Juice brand

Able to thrive in an autonomous environment

Socially and digitally connected with peers

**Requirements:**

Fully Engaged in the Fitness Community and/or Health and Wellness Community

Ability to leverage social media and personal connections to reach a diverse audience and drive attendance to the Squeeze Juice Co. retail locations.

Deep understanding of your immediate community and wellness/fitness culture

A 'roll-up-your-sleeves' attitude

**Perks:**

-You will receive a complimentary Juice or Smoothie of your choice once per week but only with your card (which will be provided). Everything else is 50% off at any location.

- Invitations to Events / Shows / Store Openings: Compensation for attending and providing services for these events can be discussed on a case by case basis.
- Experience gained, industry knowledge and potential referral opportunities for Marketing/ Branding related skills obtained and demonstrated.

**Disclaimer:**

- Discounts and free perks can not be shared with anyone else, this is exclusively for the Brand Ambassador. Friends or Family can not pick up or use the card provided. Weekly requirements must be met in order to continue receiving the perks.
- This program can be paused, cancelled or shut down at anytime by the companies discretion.
- Removal of the program will happen if the Ambassador does not meet the minimum requirements for posting and social media involvement.
- Removal of the program will happen if the Ambassador is deemed to be violating or taking advantage of the perks system.