



## **Brand Ambassador**

Remote | Part Time, Contract | Reports to Co-Founder

### **Who We Are**

12 Tides is an ocean-friendly food company based in San Francisco, CA. Our mission is to transform the food system into a force for good for our oceans, starting with our tasty organic kelp snacks. We source organic kelp from regenerative ocean farms in the US to incorporate it into better-for-you, ocean-friendly foods. 12 Tides is a Certified B Corp and contributes 1% of sales to support kelp forest restoration with our non-profit partner SeaTrees. We also package our snacks in compostable pouches, to help lead the food industry away from petroleum-based plastic packaging. Together we are turning the tide on climate change, one kelp chip at a time.

### **Position Summary**

12 Tides is looking for passionate Brand Ambassadors in core markets to support regional store launches. The Brand Ambassadors will be the face of 12 Tides, focusing on brand awareness and trial at store in-store demos and local sampling events. The ideal candidate will have a passion for 12 Tides ocean-positive mission and enthusiasm for interacting with customers.

### **Responsibilities**

- Lead in-person sampling to drive trial and maximize visibility in priority markets
- Manage set-up, merchandising, sampling and cleanup at events
- Coordinate with Marketing Team to manage schedule, supplies, and inventory
- Engage customers in conversations around the product benefits and ocean-positive mission
- Monitor customer response and communicate any issues to Marketing Team

### **Who You Are**

- A passion for 12 Tides' mission to produce ocean-friendly foods and restore marine ecosystems
- Must reside in market you are applying for
- Experience representing brands at events or demos
- A friendly, welcoming attitude and excitement for sharing products you believe in
- Ability to stand for extended periods of time (up to six hours)
- Must be able to travel up to 100 miles per day. Access to a car or reliable transportation is required
- Must be able to work nights and weekends
- Must be able to lift up to 35 lbs
- Sales experience a plus

## Salary & Benefits

- Competitive salary based on experience
- Performance bonuses available
- Start date: ASAP

## Commitment to Justice, Equity, Diversity and Inclusion

12 Tides provides Equal Employment Opportunities and will review all applications without regard to race, color, religion, national origin, sex, gender identity/gender expression, age, sexual orientation, pregnancy, medical condition, genetic information, disability, marital status, military status or any other consideration protected by federal, state or local laws.

To apply, please send your resume and cover letter to [hello@12tides.com](mailto:hello@12tides.com).

