



BRAND AMBASSADOR - PART TIME

NYC Metro Area

WHO WE ARE:

Banza makes the foods people love better by using more nutritious ingredients. Our first product, a delicious pasta made from chickpeas, is the fastest growing pasta brand in the country. In just four years we've gone from an idea to a product in 10,000 stores, from Whole Foods to Walmart. We've been named one of TIME's 25 Best Inventions of 2015, appeared on the Today show and Good Morning America, been in the New York Times, and most importantly, brought a better pasta to millions of happy customers.

YOUR MISSION:

People don't expect their pasta to have personality. Our mission is to surprise, delight, and inspire each person who touches our brand, in unique ways. Making people happy makes us happy, and we're looking for a dynamic, scrappy team member who is ready to roll up their sleeves and fuel our growing network of Banza fans on the front lines.

WHAT YOU'LL DO:

- Engage and educate consumers on the taste, quality, and ingredients of Banza
- Act as the voice of Banza: deliver unique, joyful moments and nurture strong relationships with customers and potential customers
- Execute marketing events in the NYC/surrounding area to create authentic and memorable brand impressions – from fitness studio activations to cooking demonstrations to large yoga festivals – to introduce new people to Banza, in authentic and memorable ways
- Actively promote the brand within retail stores by merchandising displays to increase brand exposure
- Potentially travel to events and shows across the country

WHO YOU ARE:

- Self Starter, punctual, reliable, professional
- Energetic, excited, eager
- Confident in-person communicator and highly outgoing, can make friends with anyone. No hesitations for striking up conversations
- Enjoy face to face contact with consumers
- Must be able to tow a minimum of 40 lbs. [demo kit is on wheels]
- Must be available to work weekends
- Must be able to cook pasta, use a double burner
- Excited about Banza's mission to make healthy eating fun and accessible
- Passionate about working with a health inspired company

HOURS & COMPENSATION:

Hours: Weekly hours vary and can be flexible. Demos/events will be ongoing throughout the year. Actual days worked will vary from week to week, based on your schedule and our needs.

TO APPLY:

Email jobs@eatbanza.com with the subject "Application for Part Time Brand Ambassador – [your name]" and include your resume, plus a cover letter describing why you want to join Banza and would be a great fit in this role.