



BANZA BRAND AMBASSADOR (BBA)

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 over two years we've gone from an idea to a product in 5,000 stores, including Whole Foods and Target. We were named one of TIME's 25 Best Inventions of 2015, and most importantly, have brought a better pasta to a million happy customers.

YOUR MISSION:

To build the Banza brand one sample, product sale and consumer engagement at a time. Our plan is to do this by building face-to-face relationships with store associates, distribution partners, and consumers.

WHO YOU ARE:

- Experience with consumer promotions and field events.
- Must be a self-starter, be punctual, reliable and professional.
- Must be able to tow a minimum of 40 lbs. [demo kit is on wheels]
- Must have a car, smartphone with ability to take/upload/identify photos and daily access to a computer with email account, a printer and working internet connection.
- Must have working knowledge of Microsoft Office suite (Word, Excel and PowerPoint).
- Must be available to work most weekends.
- Highly motivated to be a part of dynamic company with incredible pasta [powered by chickpeas!].
- Passionate about cooking and/or a willingness to learn basic cooking skills.
- Excellent communication skills and no hesitations for striking up conversations.
- Strong organizational skills.
- Ability to multi-task while creatively and effectively solving problems.

- Attention to detail.
- Remarkably outgoing. personality -- willing to talk to anyone at any time.
- Enjoy face-to-face contact with consumers.
- Passion and dedication to the Banza brand – must enjoy chickpea pasta and be passionate about working with a health inspired company!

WHAT YOU'LL DO:

- Engage and educate consumers on the taste, quality and ingredients of Banza.
- Manage and build relationships with key store-level contacts in our key retailers within your region.
- Actively promote the brand within retail stores by achieving and maintaining best practices in merchandising and increasing brand exposure by gaining incremental on and off shelf displays.
- Execute on site, in store cooking demonstrations to increase trial, create more brand awareness and drive sales.
- Identify influencers and key partners to help elevate consumer's awareness of the Banza brand in your region.
- Execute events, creating authentic and memorable brand impressions.
- Provide tracking and reporting for all day to day activations.

HOURS & COMPENSATION

Hours: Demos typically take place on Saturday and Sunday during the day as well as Monday evenings, and occasionally other weekday afternoons/evenings. Demos will be ongoing throughout the year. Actual days worked will vary from week to week, based on your schedule and our needs. Demos last for 4 hours and are typically scheduled between the hours of 10am and 7pm. The number of events worked each week can be flexible based on your schedule.

Compensation: Based on experience. This is a 20 hour/week position as a 1099 independent contractor with the potential to grow into a full time position.

TO APPLY:

Got what it takes to join the Banza family? We want to hear from you! Email your resume and a cover letter describing yourself and why you're a great fit for this position to jobs@eatbanza.com