

# IRONBOUND USA Brand Ambassador

## Job Description for Mock Interview

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### What is IRONBOUND USA?

We are a mission driven organization that better prepares inner city high school students for 21<sup>st</sup> century jobs. Our mission is “Building Skills & Creating Jobs”. IRONBOUND USA has an educational component (dot.org) that develops and teaches our innovative proprietary “enterprise skills” programs to high school students and a business component (dot.com) that builds and grows the IRONBOUND BRAND of lifestyle products for the purpose of supporting our educational programs and creating jobs. Our ambitious (but achievable) goal is to have 10,000 high school students in 10 years go through our enterprise skills programs. We have built a scalable program that can be quickly and efficiently expanded to a national movement.

Around April 1<sup>st</sup>, 2015 we will be launching our first line of IRONBOUND BRAND lifestyle products - an apparel line. All IRONBOUND products are made with high quality and made in the USA. Our apparel line which prominently features the IRONBOUND logos (Flag & Script) has been incredibly well received throughout our test marketing phases. We are confident that the IRONBOUND look of “rugged, sophisticated & strong” coupled with high quality will be very successful. Our primary target market is 16-24 year olds and our secondary market is 25-35 year olds. The more successful the IRONBOUND BRAND becomes, the better we can fulfill our mission of “Building Skills & Creating Jobs”.

**Job Summary:** We are looking for Brand Ambassadors for IRONBOUND USA dot.com to increase awareness of the IRONBOUND BRAND prior to the April launch of our product line. A Brand Ambassador is responsible for actively promoting the IRONBOUND Brand via social media and talking up the BRAND. A Brand Ambassador must believe in the IRONBOUND USA mission of “Building Skills & Creating Jobs”, understand our history and future plans and have a passion for the IRONBOUND BRAND. Strong communication and interpersonal skills are needed. This is a part-time job requiring on average 5-8 hours/week with potentially more during the product line launch. Brand Ambassadors report directly to the Brand Manager and/or Team Captains and will have one 10-15 minute weekly status meeting via video conference.

IRONBOUND has an excellent reputation and it is paramount that we always maintain our excellent reputation. Brand Ambassadors are representatives of IRONBOUND and our mission. We expect each person to act in a professional manner that reflects our values. Each Brand Ambassador must sign and adhere to the IRONBOUND USA Code of Ethics Policy. The IRONBOUND USA Code of Ethics is available at (It’s effectively the Golden Rule).

### Job Skills & Personal Characteristics

- Enthusiasm & belief in the IRONBOUND mission
- Understanding of the IRONBOUND history and goals
- Good communication skills & great follow-up habits
- Social media understanding with active Facebook profile, instagram & other social media platforms
- Time to spend on social media coupled with good social media etiquette
- Willingness to learn and to offer positive suggestions/ideas/input to improve IRONBOUND
- Self-starter, outgoing, charismatic personality
- High School Diploma (or working towards it)

Pay: TBD

If you are interested please email [jobs@ironboundusa.com](mailto:jobs@ironboundusa.com) to set up a potential video interview. Also in the email, please describe why you feel you would be an asset to IRONBOUND USA.

