



# Job Description: Brand Ambassador (Customer Service and Marketing Specialist)

## POSITION DESCRIPTION

This position holds the responsibility for making the initial telephone and email contact with customers, establishing a positive and professional impression of the company. Among the qualities to be desired for this position: a pleasant and clearly understandable phone voice, a relaxed manner, mature social skills, organizational ability, and a positive attitude. Proficiency on a Point of Sales system preferred, but not required.

Assist with business marketing by updating social media with recent projects, and events. Utilize the available resources with the National Marketing program to enhance our marketing and advertising options. Follow up with current customers, stagnant customers or potential customers to keep connected with most up to date information and business needs.

## RESPONSIBILITIES

1. Seek to obtain the names and titles of potential sign buyers and to confirm addresses and phone numbers.
2. Explain the benefits we offer and determine the need for a personal sales visit.
3. Understand and follow the national marketing program as it relates to the center.
4. Follow up with customers by sending in-center marketing materials; use the POS to generate lists (e.g. Thank You cards)
5. Organize and execute customer appreciation activities, events and sponsorships.
6. Generate new business opportunities for the center by phone prospecting, networking, and gaining referrals.
7. Follow up with all leads generated from activities, enter contact data in the POS system and ensure that action is taken (salesperson visit, quote generated, etc.).
8. Order appropriate materials for in-center use and marketing activities.
9. Call inactive customers to verify contact information and ask about additional needs.
10. Participate in and practice the brand mentality of "Everybody Sells". Constantly be looking for sales opportunities for the center.
11. Answer phones and greet customers in the store with a helpful positive impression to assist them with their questions and requests.
12. Understand the sales process enough to consult with customers to determine project needs and solutions.
13. Communicate with other employees and customers in a calm and professional manner.
14. Work on multiple projects simultaneously.



15. Adhere to all company policies, procedures and business ethics codes.
16. Allocate appropriate amounts of time to each create each customer order.
17. Inspect jobs for accuracy by proof reading and quality checks before sending them to output. Ensure correct material is used for each job and output device settings are accurate.
18. Provide proofs as necessary for customer approval.
19. Communicate with other employees, Sales/Service members on job requirements, timing, and special needs; Production team on job input and output; Production Manager/Center Manager on inventory needs for computer supplies.
20. Opportunities to cross-train in design and production, if interested.

**Interested Candidates: Please complete this Interest Form**

**TYPICAL PHYSICAL DEMANDS**

1. Ability to be seated or stand and speak on the phone.
2. Ability to operate a computer for long periods.

**Hourly Rate:** \$16-19/ hour with opportunity for commission depending on previous work experience.. (Internship/Part-time position with potential for full-time employment)

**EEO Statement**

Fastsigns Longmont provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Fastsigns Longmont complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

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**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change or be added at any time with or without notice

**SUPERVISOR SIGNATURE**

This job description has been approved by management:

Supervisor \_\_\_\_\_ Print Name \_\_\_\_\_  
Date \_\_\_\_\_

**EMPLOYEE SIGNATURE**

*Employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.*

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Employee \_\_\_\_\_ Print Name \_\_\_\_\_

Date \_\_\_\_\_