



# Get In The Zone

ALL THE TASTE • 2X the Potassium • Vitamin C



## All Sport Collegiate Brand Manager

### Job Description:

The All Sport® Collegiate Brand Manager is responsible for creating awareness and trial on campus. This person is ingrained in the campus lifestyle and will utilize their network and build relationships with key opinion leaders on campus. This individual will educate and deliver key functional messaging and help build the All Sport® image on campus to their fellow classmates and faculty while tracking their efforts.

### Opportunity:

This is a great job opportunity to gain hands on experience in marketing and product development while having fun. The All Sport® brand embraces the college lifestyle in athletics, music, cultural events, entertainment and much more. Our brand managers are responsible to play a key role in building the All Sport® brand and contributing to the overall success of our brand. This is done by helping create strategy and executing fun activities on campus with your fellow classmates and faculty.

### Objectives:

- Building relationships
- Sampling
- Seeding
- Activating Relationships

### Key Requirements:

- At least 18 years in age
- Must be in good physical condition to carry 20 - 30lbs of product
- Has reliable transportation
- Sophomore or Junior year level (preferred)
- Outgoing and Social Networker
- Involved in health and fitness activities
- Has a strong knowledge of campus activity, scenes, sports, clubs and academics on campus
- Good Communicator
- Responsible
- Basic Computer Skills

### Compensation:

\$240 per month  
\$120 ½ month

### Job Responsibilities:

- Minimum 2 supported events per month
- Monthly Conference calls and Web Meetings
- Weekly Recaps and Tracking Reports
- Providing photos of activation and events
- Utilizing social media properties to promote the brand (i.e. Facebook)
- Communicate with local bottler on product needs and deliveries
- Conduct monthly account surveys and work with local sales team to identify new sales and distribution opportunities

### Tools:

- Branded backpack with insulated compartment for product
- All Sport apparel
- All Sport cooler barrel
- 10 – 20 cases of product per month
- Product literature

Contact info: AllSportJob@bigred.com



Meeting today's consumer demands for performance  
**Get In The Zone... STAY In The Zone**