



EXPERIENTIAL

Position Type: Full-Time

Location: NYC

Soho's **Director of Ambassadors** will be responsible for the management of on-boarding new ambassador hires, performance evaluations, annual financial planning, program development, reporting functions, and KPI analysis.

The **Director of Ambassadors** supervises all experiential promotional activity and serves as primary liaison with the brand, assigned Ambassadors (other titles include: Portfolio Specialists and Brand Champions) and other key stakeholders. He/she is expected to create, manage and implement all experiential programs as well as provide feedback and insight into program and ambassador effectiveness. He/she must also maintain and manage all related program budgets. He/she will work with all cross functional departments to bring the client(s) programming to life and troubleshoot promotional activity accordingly. The Director of Ambassadors will be expected to work hand-in-hand with brand and local field teams in participating markets and oversee all Ambassador performance. Within this role, he/she will be expected to provide specific feedback on performance and recommend any additional steps Ambassadors can take to ensure program success.

Amazing things you'll do:

- Work alongside your team in the field celebrating their successes, working toward their individualized goals and delivering coaching strategies where needed
- Participate in the strategic development and evaluation of integrated marketing programs for new and existing clients
- Lead brainstorms pertaining to new and existing program RFPs and provide direction to all parties for answering the brief (i.e. creation of concept decks, renderings, workflows etc.)
- If applicable, work with digital arm to concept and implement any digital/social media/tech solutions for programming and define success metrics
- Translate the vision of clients and brands into working program documents
- Facilitate legal approval by clients of all program activities
- Review compliance for activity as it related to special events, brand events and non premise activations
- Develop program budgets and provide financial management of all experiential programs on a regular basis

- Write and distribute SOW/program overviews and any other documents to all stakeholders
- Set and measure key performance indicators for Ambassadors and programming
- Manage all cross functional team members and related vendors/partners in the development of brand programs
- Aid in the recruitment and onboarding of Ambassadors across all active markets
- Manage Ambassadors in each market to ensure event activation standards are met and accurately reflect KPIs
- Conduct weekly status calls with all Ambassadors (1:1) and client field teams (Status Calls) in order to identify successes and areas for program improvement
- Provide market support in the form of quality control visits and in field training/coaching
- Ensure adherence to program calendars and any other deadlines
- Develop, implement and report on all experiential programs and their support tools
- Maintain reporting software with accurate recap, KPI tracking and dashboard functionality
- Debrief key stakeholders to measure program efficacy and make adjustments as needed

Position Requirements:

- 5-7 years experience in agency client services role
- Experience managing direct reports to service day to day business
- Demonstrate a history of reliable employment in relevant fields
- Be a self-starter, outgoing, energetic, gregarious personality
- Enjoy travel and socializing with an eye for trends, style and fashion (15-30% travel required, budget permitting)
- Highly organized, detail oriented, with excellent communication skills
- Have strong written, verbal and public speaking skills
- Exercise strong budget management skills
- Understanding of spirits market
- Ability to prioritize and juggle many tasks
- Proficient in Microsoft Excel, Word, PowerPoint and Outlook

What Cool Things You Bring to the Table:

- Strong time management and organizational skills.
- Strong interpersonal skills as well as public speaking are required.
- Experience and judgment to plan and accomplish goals.
- Understanding of Brand Ambassador role and responsibilities.
- Strong knowledge of Agency / Client relationship.
- Entrepreneurial passion and energy to develop and present new strategies and direction.
- Strong computer skills, specifically Excel, PowerPoint, Microsoft Office and TEAMS

What We Offer:

- Salary to pay your bills, a generous bonus structure, and an opportunity to earn even more by bringing in business
- Contribution to a solid medical, vision, and dental insurance
- A 401K program so you can do cool stuff when you're old
- A generous PTO policy. We believe in working hard, and playing hard
- A group of people who value each other as much as we do the work we create

You in? Get in touch. Apply here or send your resume to jobs@sohoexp.com with **Director of Ambassadors – NYC** in the subject line.

We love our diverse workplace! Soho Experiential is an equal opportunity employer and does not discriminate based on race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.