



Field Events Ambassador  
University of Wisconsin - Madison  
Job Description

**Essential Functions and Responsibilities:**

Luna Bay Booch is seeking an energetic and creative Field Events Ambassador to market and sample Luna Bay at local bars, restaurants and liquor stores in his/her/their college town. This is an entrepreneurial role in a rapidly-growing beverage start up. This candidate will work alongside both sales and marketing. This candidate must be passionate about growing the Luna Bay brand through the creation of meaningful experiences, dynamic activations and community involvement for key audiences (consumers, retailers & more)

Resumes can be sent to [hire@lunabaybooch.com](mailto:hire@lunabaybooch.com) with the subject line stating which university you're attending.

**Monthly deliverables:**

- *Schedule, plan and execute 2 samplings per month at liquor stores, restaurants/bars, as well as local social events, student fairs, farmers markets or other events*
- *Ensure POS and other marketing assets are utilized in the field with correct programs; participate in the development of program-specific POS*
- *Deliver a brief report on new ideas/ways Luna Bay can get involved locally*
- *Support influencer programming - this may involve dropping product or meeting with them to discuss Luna Bay*
- *Help build our local social media following and leverage personal platforms to build the brand*

**Requirements:**

- *Must be enrolled at University of Wisconsin - Madison and live on/within 5 miles of campus*
- *Must have reliable transportation*
- *Must be 21 or older*
- *Ability to work flexible hours including nights and weekends*
- *Entrepreneurial, humble, passionate and determined.*
- *Energy and enthusiasm are critical .Must believe deeply in the brand and the brand mission.*
- *Able to function effectively in an intimate, entrepreneurial business environment and can work well with or without supervision.*



## Disclaimer

The above job description is meant to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.