



### **Annapolis & Anne Arundel County Brand Ambassador**

Visit Annapolis & Anne Arundel County (VAAAC) is currently looking to hire entry level part-time, on-call Brand Ambassadors to join our growing team! VAAAC's mobile trailer, the Arundel Ambassador, travels within a 150-mile radius of Annapolis, MD to festivals, sporting events, trade shows, and other high traffic events in targeted areas. The Brand Ambassador will generate interest and enthusiasm in Annapolis and Anne Arundel County as a premier travel destination by interacting with our target audience to forge a lasting connection with our brand. This position will give selected candidates background knowledge/experience with working in the tourism industry, marketing, and public relations.

### **Responsibilities:**

- Acquire ready knowledge of Anne Arundel County events, attractions, lodging, and dining
- Assist in setting up the Arundel Ambassador activation with audio/visual equipment, brand décor, and interactive elements. Assist with breakdown.
- Proactively engage with consumers using participatory, hands-on, and tangible branding material to increase awareness of Annapolis & Anne Arundel County as a travel destination.
- Create memorable experiences that entice consumers to learn more about the destination.

### **Qualifications:**

- Engaging, outgoing personality
- Working knowledge of social media platforms and tools
- Knowledge or strong interest in marketing or a tourism related industry
- Must be able to travel to Ambassador event locations
- Must be able to lift up to 50lbs

### **Compensation:**

\$20/per hour; contractual position

### **Work Schedule:**

The following dates are for the remainder of the calendar year and all listed are in the Annapolis area.

October 6<sup>th</sup> – 9<sup>th</sup>

October 13<sup>th</sup> – 17<sup>th</sup>

October 29<sup>th</sup>

November 12<sup>th</sup> – 13<sup>th</sup>

December 28<sup>th</sup>

All applicants should submit a cover letter and resume to [hr@visitannapolis.org](mailto:hr@visitannapolis.org). Please include "Arundel Ambassador" in the subject line.