



BRAND AMBASSADOR

Location(s): Perimeter
Position Type: Full-time | Salary
Reports to: General Manager

WHAT WE DO

At Roam, hospitality meets functionality. Roam exists for a workforce on the move. We offer flexible month-to-month co-working memberships and provide unique and innovative meeting solutions for small business owners and Fortune 500s. We're on a mission to build an invested community by creating environments where people can focus, collaborate, learn, and socialize.

WHO WE ARE

Vision: At Roam, we believe the best in each other, want the best for each other and expect the best from each other. We select and invest in servant-leaders who are passionate about hospitality and desire to be a part of something bigger: *renewing and inspiring the way the world does business by partnering in the stories of accomplished dreams.*

Values: See how our values are lived out at meetatroam.com/careers

- **Energy**
- **Personalized Service**
- **Inspiration**
- **Innovation**
- **Generosity**

WHO WE'RE LOOKING FOR

Roam is seeking an energetic Brand Ambassador to be a key driving force in developing and establishing the Roam brand in and around the Perimeter community. To be successful in this role, the Brand Ambassador will work alongside the General Manager to create and implement a unique local marketing plan to grow membership sales, foster community, and reinforce the brand. He/ she will ensure that the workplace is activating emotional connections with members and guests while also influencing the local community through external engagement opportunities, events and public relations efforts. When not in the community, this role will serve alongside the Perimeter team to deliver an excellent hospitality experience to members and guests.

The ideal Brand Ambassador is a natural networker and self-starter, constantly seeking out opportunities to connect with others and tackling responsibilities with ambition and passion. He/ she is a team player and visionary with insatiable curiosity to learn, improve and work with others. The Brand Ambassador is an innovator, who thinks boldly and acts strategically to problem solve and create value for the workplace.

RESPONSIBILITIES

Grow membership and small/medium meeting room sales.

- Drive membership and small/medium meeting room sales through the creation of lead-generating programming and messaging while also continuing to develop the value of existing clients to actively retain memberships and repeat meetings.
- Oversee the distribution of Day Passes, Room Hours and Coffee on Us cards as a strategy for driving membership interest and conversion.
- Partner with the Director of Sales to develop and share leads through strategic networking and event attendance.

Facilitate community, internally and externally.

- Devise a quarterly calendar of dynamic events that include (but not limited to) the following: Local Collective, members only events, workshops, speaking engagements and external marketing initiatives.
- Create experiences to engage with members and guests, using the lens of hospitality, and knowledge of the local market and demographic.
- Represent Roam Perimeter to the local community by attending industry events, chamber meetings and networking meet-ups.
- Attend events and networking socials, organizing meetings with potential partners and/or members and participating in other community or industry events on a weekly basis.

Reinforce the brand.

- Ensure marketing collateral and branded elements are ordered, strategically placed and leveraged properly both internally and externally.
- Manage workplace social media accounts.
- Build the Roam brand in the local community by forming strategic partnerships and initiating cross-promotions with organizations that positively influence the local market.
- Capture and synthesize all relevant data points that emerge from daily responsibilities using the CRM system or another efficient source.
- Compile key findings into an actionable report to share with the Director of Marketing during monthly conference calls.

EXPERIENCE & REQUIREMENTS

- Bachelor's degree in business, marketing, hospitality or another related field.
- 1+ year experience in sales, marketing or hospitality industry.

Working for Roam provides the opportunity to influence a new hospitality brand in the the cutting-edge co-working industry, as we plan to expand nationally.

Interested? Please apply via our Career Page: meetatroom.com/careers.

We look forward to hearing from you!