

GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS JOB DESCRIPTION

JOB TITLE: Cebador on the CommUNity Team

REPORTS TO: Grant Walker

DEPARTMENT: College and University

SUMMARY:

The CommUNity Team is focused on building the Guayaki brand in and around college and university campuses, directly connecting the generated awareness and momentum with locations where students can purchase Guayaki Yerba Mate. In the Cebador on the CommUNity Team role, you will work alongside team members to build regenerative Guayaki hubs extending outward from campus. This role is dynamic and requires the cebador to navigate a constantly evolving environment through the lense of Guayaki's college and university marketing strategy. This position directly supports Guayaki's vision that yerba mate culture will power our Market Driven Regeneration business model to regenerate ecosystems and create vibrant communities.

DUTIES AND RESPONSIBILITIES:

The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Directly manage the operations of Guayaki's college and university marketing strategy
- Builds out and evolves the operational structure of our college and university strategy as it responds to growing momentum and a changing environment
- Interviews, selects and onboards new ambacebadores onto our sharing platform
- Guides and approves the sharing proposals of ambacebadores and community collaborators
- Speaks to groups of students about Guayaki Yerba Mate
- Navigates and approaches dining services and decision makers at prospective universities and surrounding locations where Guayaki can be sold
- Shares Guayaki brand Yerba Mate off of electric trikes on and around university campuses as a step within Guayaki's college and university strategy
- Collaborates with other cebadores on the CommUNity Team to implement our college and university strategy in other regions
- Builds relationships with ambacebadores within your region via using your independent judgement to create and plan in-person connection and engagement opportunities
- Manages the inventory in our yerba mate storage facilities to ensure that they stay in stock
- Performs other duties as assigned by supervisor.

QUALIFICATIONS:

- Previous role as an ambacebador preferred
- Recent college graduate preferred
- Familiarity with yerba mate
- Familiarity with traditional yerba mate gourd culture

- Comfortable traveling outside of regional market 2+ weeks per month
- Excellent problem solving skills
- Ability to shift the levels of focus among dynamic priorities
- Willingness to develop and embrace new protocol with enthusiasm as priorities expand and evolve
- Comfortable independently managing relationships with over 250 ambassadors
- Confidence in new and unfamiliar situations
- Comfortable riding an electric trike carrying Guayaki product in a congested street setting with cars/vehicles around
- Comfortable speaking to groups of students in a campus setting
- Comfortable speaking to dining/account decision makers in a professional sales setting
- Strong organizational skills; ability to manage priorities and workflow; demonstrated self-starter.
- Versatility, flexibility, and persistence with a smile
- Excellent customer service skills.
- Good judgement with the ability to make timely and sound decisions.
- Creative, inspired, and innovative team player.
- Bilingual skills a plus.
- Professional appearance and demeanor.
- Ability to effectively communicate with people at all levels and from all identities and backgrounds
- Ability to work synergistically as part of a team
- Must be able to speak, read, write, and understand the primary language(s) used in the work environment.

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee is frequently required to do the following:

- Stand and walk for long periods of time
- Pedal an electric trike full of product
- Move around an 80lb battery on a dolly and lift into vehicle
- With the proper equipment, maneuver a 300lb trike in and out of a large vehicle (2 people required unless otherwise designated)
- Lift and move up to 30 pounds.
- Drive for long distances

PROGRAM DURATION:

This is an up to 2 year opportunity intended for Guayaki's ambassadors upon graduation. The responsibility and autonomy within this role will empower you to make business shaping decisions. You will be equipped with a foundation of learning and experience that you can take with you into your professional life, to your graduate program or in your continued adventure with Guayaki.