



Job Title: Batter Blaster Brand AmBLASTador
Position Type: Contract: Fall Semester 2010

Company Description:

Batter Blaster is a new, rapidly-growing company that produces USDA-certified organic pancake and waffle batter in a no-mix-no-mess, pressurized can. We are innovative category-creators of the food industry, out to change mindsets and mornings for breakfast eaters everywhere. Sold in over 15,000 stores nationwide, Batter Blaster has been named one of the fastest growing, most innovative consumer products in the food industry today. For more information visit www.batterblaster.com

Job Description:

As an AmBLASTador, you are the Batter Blaster brand advocate: the face and personality of Batter Blaster on your campus and in your city. Through promotions and demonstrations at events, your focus is to increase brand awareness, educate and build trust among everyone around you. Working as a Batter Blaster Brand AmBLASTador will provide a valuable, hands-on experience for a current university student interested in understanding first-hand what is involved with marketing and promoting a product in today's marketplace.

Reporting to the Marketing Associate, this person(s) will support Batter Blaster in remote marketing operations. The work will relate to current Batter Blaster initiatives but could potentially be configured to reflect the interests of the AmBLASTador(s).

Job Duties:

- **Training/Orientation:** Learn and study Batter Blaster objectives and promotional policies used to develop marketing and public relations strategies that will influence public opinion and promote the product.
- **Events:** Plan, organize and carry-out a minimum of 3 events for the semester. During these events, you will use live demonstrations of Batter Blaster supplemented by promotional materials (coupons, table tents, t-shirts) to persuade potential customers to taste and eventually purchase Batter Blaster.
- **Social Networking:** Use your network to promote Batter Blaster among your friends, family and colleagues.
- **Promotion:** Distribution of promotional items to people, organizations and businesses around your campus.
- **Feedback:** Written reports must be submitted after each event using the Event Write-up Template; report must include pictures
- **Initiative:** Suggesting new marketing or promotion ideas based on knowledge of organizational objectives, market characteristics and target market

Job Qualifications:

- Must love pancakes and waffles
- Must be a current undergraduate or graduate student
- Minimum GPA 3.0
- Expressed interest and coursework in Marketing, Event Planning and/or Public Relations strongly preferred
- Experience in a related field (sales, marketing, etc.) strongly preferred

Wage: \$500/semester

Apply: Send resume and cover letter to Courtney Karam, courtney@batterblaster.com.