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HRES 5110: Recruitment

Assignment: #R5 - Job Description

Due: Thursday, October 4<sup>th</sup>, 2018

## JOB DESCRIPTION

## **Job Identification**

Organization: Red Bull GmbH  
Division: Marketing & Sales  
Position Title: Red Bull Wings Team Member  
Title of Immediate Supervisor: Field Marketing Specialist  
Date: October 4th, 2018

## **Job Summary**

The Red Bull Wings Team Member is responsible for many aspects of brand development and consumer engagement. These responsibilities involve supporting sales and events staff with product placement and proper serving techniques as well as direct interaction with potential consumers at various sites across the Maritimes Provinces.

## **Responsibilities & Duties**

- A) Deliver Key Messages to Consumers (30%)
  - Deliver key messages to consumers at various locations in order to achieve company objectives, such as increasing the number of new consumers.
  - Attend pre-planned missions and events in order to sample Red Bull products for the purpose of reaching new consumers.
  - Prepare and memorize a compilation of rebuttals using materials delivered during training in order to eliminate any concerns consumers may have regarding Red Bull products.
  - Answer any questions or concerns consumers may have as a credible product and brand expert.
  - Conduct yourself in an energetic manner with a well-polished physical appearance for the duration of missions in order to represent the Red Bull brand and delivery key messages to consumers in a positive way in accordance with company guidelines.
- B) Collaborate with Team Members (20%)
  - Work as a team by executing all work in pairs of two Red Bull Wings Team Members at all times.
  - Collaborate with Field Marketing Specialist and other Red Bull Wings Team Members by meeting on a weekly basis in order to plan missions.
    - Determine mission date, location, purpose, and amount of product needed using instructions from headquarters, data from company intranet, and local knowledge.
    - Delegate missions to team members best suited to individual events.

C) Travel for Extended Periods of Time (20%)

- Drive across Atlantic Canada using company car in order represent organization at events.
- Travel across Canada by plane in order to represent organization at events and training sessions as dictated by headquarters.
- Participate in events that require Red Bull Wings Team Member to stay in other provinces for extended periods of time.

D) Collect and Analyze Data (10%)

- Collect and memorize data regarding consumer preferences.
- Collect and memorize data regarding consumer demographics.
- Input data into company intranet.
- Interpret and analyze data displayed on company intranet in order to expand customer base.

E) Create Online and Brand Content (10%)

- Create content by photographing events and missions.
- Create content by modelling for hired photographers during missions and events.
- Post content on various personal social media platforms in order to spread brand awareness and deliver key messages to a wider network of consumers in accordance with company quota.
- Post content to company intranet so headquarters may select content for posting on various company social media platforms.

F) Support Sales And Event Staff (10%)

- Provide training on display and serving techniques to sales and event staff.
- Inspect sales locations to ensure all Red Bull procedures and policies specific to individual contracts are adhered to.

**Education & Training (Job Specifications)**

Education

- High School Diploma or equivalent.

Special Skills or Training

- Time management
- Multitasking
- Verbal and written skills
- Driver's license with clean driving abstract

### **Authority/Initiative**

This position does not hold any official authority over other team-members or employees. Red Bull Wings Team Members have some decision making power within their position which includes, but is not limited to, planning own shifts and making decisions on the job regarding location. The team member is also responsible for a company credit card with no set limit, a company vehicle, and a company cell phone.

### **Relationships & Contacts**

This position reports directly to the Field Marketing Specialist who provides supervision and technical guidance. This position does not have any direct reports and does not provide supervision or technical guidance to others.

#### **Internal:**

- Collaborates with Sales Representatives
- Works with Student Branch Managers
- Reports to Field Marketing Specialist (Direct Supervisor)
- Collaborates with Headquarters
- Works with Business Administrator at Head Office
- Works with Warehouse Workers/Operations Manager

#### **External:**

- Works with Distributors
- Serves clients (store on and off premise)
- Serves consumers

### **Working Conditions & Physical Environment**

This position involves mainly outdoor work at varied events and different locations across the Maritime Provinces. Schedules vary drastically depending on event times and locations and weekend work is frequent. Overtime on a regular basis and considerable travel is involved. Exposure to high noise levels, heat, cold, dirt, and moisture may occur depending on location and time of the year.