

## Kodiak Cakes Job Opening

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# Kodiak Brand Ambassador

Kodiak Cakes

Various Locations

### Who are we?

Kodiak Cakes is a small, fast-growing natural foods company located in the scenic Rocky Mountains of Park City, Utah. Our journey with food began by restoring the whole grain tradition of flapjacks from the American frontier. In the process, we discovered that high quality foods closer to nature are not only more wholesome, but far more delicious and packed with clean energy. We rely on that clean energy from nature to fuel our active, outdoor lifestyle in the mountains.

We make the best-selling whole grain flapjack mix in the nation and also sell baking mixes, oatmeal, granola, and syrup at a number of retailers. We're expanding rapidly as the fastest-growing pancake brand in America and need to build our team with more people that share our passion for the outdoors, bring industry experience, thrive in an entrepreneurial culture, and want to make an impact on the front lines of the food revolution. We believe that eating real food closer to nature, getting active outdoors, and preserving local nature will bring back that old, balanced partnership with the wild that our forebears forged out on the frontier. We embrace the spirit of the Kodiak – a pristine wilderness with a rich ecosystem – and we rely on that spirit of the Kodiak to inspire the work we do, the food we eat, and the way we play.

### What will this position do?

This role will be the face of our brand engaging directly with shoppers and consumers at in-store field marketing demo events and active, outdoor events. It will involve cooking and sharing samples of our food, talking with people about our food and our active outdoor lifestyle, answering questions about our products and company, collecting insights, building relationships with local stores, and tracking sales and event performance.

Responsibilities include:

- Arrange sampling presence with store leaders and demo coordinators, including scheduling, product availability, booth location, and demo guidelines
- Set up booth presence at store demos and outdoor events
- Cook and share samples of our flapjacks

- Engage shoppers and consumers with compelling information about our products, company, and nutritional profile
- Answer detailed questions about our products and our company
- Promote a healthy, active, outdoor lifestyle
- Collect consumer input, feedback, and insights
- Drive sales at retail locations through sampling and brand advocacy efforts
- Compile and submit reports to assess performance and results of field marketing activities
- Build relationships with retail store leaders
- Collect information about local stores
- Pursue opportunities to gain incremental display space in-store
- Promote the brand with store employees
- Maintain product, sampling, and equipment inventory and tracking

## What are we looking for?

We need someone who can embody our brand, articulately represent our company, champion our products, and strongly advocate an active, outdoor lifestyle. Since this role requires heavy interaction with shoppers, consumers, and store leaders, interpersonal communication skills are crucial.

Prior experience as a brand ambassador or in field marketing would be extremely beneficial for this individual. We need someone who can work independently with ease and manage a complex workload with limited supervision. And we need someone who will be a good fit for our culture: a fun, active, energetic, and highly collaborative group of people with a passion for the outdoors and natural foods.

### Required:

- Energetic, optimistic, engaging, and conversational interpersonal style
- An ability to effectively build relationships and influence others
- Superb sales and customer service skills
- Independent self-starter that can manage details through ambiguity
- Close attention to detail for organizing and executing an event
- Passion for active, outdoor recreation and fitness
- Affinity for natural foods and the ability to articulately converse in nutritional topics
- Flexibility with work hours and locations
- Hunger to learn and develop
- Ability to analyze data and compile and submit reports
- Possession of reliable transportation, driver's license, and auto insurance
- Possession of a smartphone with a camera
- Ability to stand for extended periods of time

- Ability to occasionally lift product boxes and equipment (approximately 50 pounds)

Preferred:

- Bachelor degree
- Prior experience (2+ years) as a brand ambassador or in field marketing or sales
- Prior experience working in a grocery retail environment
- Food safety and handling experience and certification
- Expertise in nutrition and natural foods

### How can I apply?

Please apply for this position by emailing [jobs@kodiakcakes.com](mailto:jobs@kodiakcakes.com). We plan to fill multiple roles across the country.

### What else do I need to know?

This role is part of a larger field marketing team across the country. As such, we are seeking talented and passionate individuals for this role across multiple states and cities. We are looking for candidates with flexible schedules that can work approximately 20-40 hours per week, depending on individual circumstances. The position is paid on an hourly basis with a bonus structure.

The future of food is whatever our generation decides it will be. We are committed to creating wholesome, natural, authentic food with superior taste to fuel a healthy, active lifestyle. We feel encouraged by some of the wholesome trends in food today and believe that with a concerted effort we can make an enormous impact in building momentum for natural, better-for-you foods. If you feel inspired in this same journey, we invite you to apply to join our team and leave your legacy on the future of food.

100% WHOLE GRAINS