



MONSTER AMBASSADOR TEAM LEADER (MAT TL)

Location: Manchester/North of England

The role of MAT TL requires a highly motivated individual who loves a challenge and has exceptional people management skills. This is a fulltime position requiring some weekend and late-night hours.

Reporting to the Regional Marketing Manager UK & Ireland and managing a team of MAT employees, this role is responsible for managing their geographic region, organising and activating all consumer marketing and managing the peer-to-peer sample program.

KEY RESPONSIBILITIES

- Create fans of the brand through the creation and activation of a local marketing program in your region to include:

The Monster Ambassador Team Program
Motorsport & Action Sport Program
Monster Girl Program
MMA & Gaming

Grassroots & National Events
Music, Tours and Band Program
Media & Website Leverage
Instore promotions

- Recruit, train and run a diverse, edgy and on brand team of individual ambassadors to ensure the program is running at capacity throughout the year.
- Deliver a high energy quality brand experience through activation of your marketing plan across 12 months
- Actively generate trial of Monster Energy through guerrilla sampling
- Responsible for the research, contact, negotiation and activation of grassroots events and marketing projects within their geographic region.
- Responsible for local level communication between the MAT team and GB trade team.
- Managing the care and control of the physical collateral (trucks and merchandise) within their region.
- Efficient administration of budgets and compliance with Company policy

Travel: High Levels of Travel (some international)

It is highly desirable for candidates to have a minimum of 2 years experience in a marketing role
Full driving license required, or otherwise ability to travel freely from location to location.

- Competitive salary/ company benefits
- Laptop & mobile phone provided

Please send a CV along with a cover letter detailing why you are the best candidate for the Monster team to hr@uk.monsterenergy.com quoting the job title you are applying for. Closing date is February 8th 2018

www.monsterenergy.com