

PRESS RELEASE

FOR IMMEDIATE RELEASE

South Florida Carnival Band Leaders Association, Inc.
8362 Pines Blvd #168
Pembroke Pines, FL 33024
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sfcbla@gmail.com



Job brief

We are looking for two (one female, one male) enthusiastic Brand Ambassador to be the face of and promote the South Florida Carnival Band Leaders Association.

If you enjoy communicating with entertainers and community patrons both online and offline, we would like to meet you. To be a successful Brand Ambassador, you will need to be available to host events, serve as the host of SFCBLA TV (a YouTube show), and conduct interviews of our band members to showcase our company. You should also be an excellent social media user, with the ability to advertise our Association and answer questions online.

Ultimately, you should be able to increase our company's brand awareness and generate interest in Miami Carnival and other related events.

Compensation

- Complimentary Carnival Costume for the Miami Carnival
- Partial monetary compensation for tickets sold at events
- Swag from our sponsors

Requirements

- Strong social media presence on multiple platforms
- Experience creating online content
- Familiarity with scheduling tools for social media, like Hootsuite and Buffer
- Excellent communication skills
- Professional attitude
- An outgoing, friendly personality, and a desire to meet new people

Responsibilities

- Co-host SFCBLA events throughout the year, such as the Carnival Showcase
- Conduct interviews of our band members to showcase our association
- Conduct man-on-the-street interviews of attendees at events
- Post weekly about SFCBLA TV and SFCBLA events online (e.g. social media and forums)
- Be available to do voiceovers
- Thoroughly understand our services to inform the community
- Network and build trusting relationships with sponsors and participants
- Monitor online comments and respond or forward to the Public Relations department

BANDTOGETHER

NICEL C. ALFRED
PRESIDENT

WILFRED ARMSTRONG
VICE PRESIDENT

NATASHA BYER
SECRETARY

SUNDERAM CHINAPEN
TREASURER

SHAKTON ANDREWS
PUBLIC RELATIONS OFFICER

RUBY ALEXANDER
PARLIAMENTARIAN

ANTHONY IRISH
TRUSTEE

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