

GET
YOUR
MESSAGE
ROLLING



BikingBillboards™

bicycle billboard advertising

A smart and personable alternative to ho-hum advertising.

Rider/Brand Ambassador

Company Description

Biking Billboards offers a smart and personable alternative to traditional advertising to its clients. Utilizing bikes trailing high quality billboard advertising and informed and personable Brand Ambassadors, Biking Billboards takes clients' messages "on the road". Using targeted, high-visibility routes, and capitalizing on local events where people congregate, Biking Billboards ensures optimal exposure of its clients' messages to their potential customers. On the route, Brand Ambassadors directly engage with people-distributing samples, flyers, coupons and communicating brand messages.

Company Mission

- To become the go-to advertising channel for any business, product or service, and the #1 engagement advertising company in America. The best companies in the world will use Biking Billboards to get their messages to their target audiences. Biking Billboards will deliver back to them valuable information about what people think, feel and say in response to their products and services.
- To advertise and communicate great products and services in a fun, friendly, environmentally conscious and memorable way
- To make every interaction with clients, target audience members, and partners among the BEST interactions of their day!

Job Description

Biking Billboards is all about engagement advertising, where our Brand Ambassadors are the front line in delivering value to our clients. Brand Ambassadors must be friendly, outgoing, creative, and engaging people who feel comfortable talking to many people in a public setting and evangelizing for our clients.

Our clients range from real estate to insurance, food, retail, event promotion, and more to come. Your job as Brand Ambassador is to be excited and animated about the client so people who see you associate your smile and the positive interaction they have with you with the client.

You will hand out flyers and/or swag (depending on the client). Part of your role is to screen and filter the audience to ensure we target their ideal customers: if you're doing a campaign for a shampoo company, don't give the free coupon to the old bald guy!

This is more of an acting and sales role than it is a bicycle-riding job. It is a great stepping-stone to careers in advertising/communications/public relations.

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Key Responsibilities

- Read the ride plan before the ride to familiarize yourself with the client and their key messages. Ask questions of the Ride Leader or any BB staff if you are unclear on the messaging or the client info.
- Be friendly, outgoing, and always smile (even if you don't get a positive response!)
- Start conversations and find creative ways to interest people in the message you're delivering. Remember specific quotes and interactions so we can bring that back to the client.
- Follow the Lead Rider and help them with equipment, logistics, and anything they need to make the ride go more smoothly.
- Be EARLY to your ride. If you're late you likely won't be asked to ride again.

Qualifications

Outgoing, energetic and engaging, while maintaining a high level of professionalism.

Ability to think on your feet (or pedals) to find the best audiences, to trouble-shoot when problems arise and to put on a friendly smile regardless of the weather or circumstance.

Ability to ride a bike and operate safely on public streets and in pedestrian areas.

Terms

Each ride is scheduled through our Logistics Director. You have the opportunity to sign up for just the rides that work in your schedule. The rate is \$12/hr during the ride for your first 10 hours, and can increase to \$15/hr based on performance.