



**Heinemann**  
Americas, Inc.

**Job Title:** Promotional Ambassador

**Reports to:** Shop Manager

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### **Job Summary**

The Promotional Ambassador drives guest traffic and sales within Heinemann Americas Cruise Retail stores through his/her excellent communication skills, enthusiasm, event promotion, and relationship building.

### **Duties and Responsibilities**

- Understand promotional planner and event schedule to drive product sales and guest traffic.
- Partner with ship's Cruise Director to identify cross promotional opportunities and to promote scheduled shop promotions.
- Develop relationship with other shipboard vendors and cruise partner staff to execute events and drive guest traffic to store.
- Work under the direction of the Shop Manager to drive traffic to store and specific brands via events.
- Must be prepared to multitask and take on additional duties as needed (including vessel safety duties).

### **Required Skills and Experience**

- Must be an outgoing, high energy, self-starter who enjoys interacting with the public and selling face to face
- Previous retail sales experience is highly preferred. Shipboard promotional sales experience is preferred
- Excellent ability to establish relationships with guests in a short period of time
- Excellent customer service skills
- Ability to work in a close-knit, team environment
- Ability to stand for extended periods of time and move boxes weighing up to 25lbs
- Ability to work well under pressure
- Ability to generate guest excitement
- Ability to speak multiple languages (preferred, but not required)