

BRAND AMBASSADOR

If you're passionate about jewelry and ready for a fun and rewarding career adventure including travel, creative luxury marketing, public speaking, management, sales and the opportunity to network with people from all over the world, then look no further, the EFFY Ambassador position is for you!

The EFFY Ambassador plays a critical role in communicating the message about the EFFY brand onboard luxury cruise ships, maximizing passenger engagement and driving traffic to the onboard EFFY Jewelry Boutique, while ensuring EFFY sales goals are achieved each voyage.

The EFFY Ambassador will live and work onboard luxury cruise ships and be incentivized on overall performance of the onboard EFFY sales team.

Marketing Responsibilities include:

- Overall marketing and promotions execution
- Daily event scheduling
- Creating and maintaining a positive and productive relationship with the Cruise Director, hotel director and other crew members
- Regular televised morning show appearances with the Cruise Director
- Responsible for all cross-promotions and interdepartmental relationships
- Hosting seminars, raffles, special events, and networking with passengers and crew

Sales responsibilities include:

- Includes opening and closing sales
- Communication with VIPs, Elite, and/or Captain's Circle guests
- Maintaining motivation and energy of the onboard Effy Staff

Reporting responsibilities include:

- Daily and weekly reports which will include the marketing plan, sales strategy, challenges and details of events held on the cruise as well as proposed events and solutions for future cruises

JOB REQUIREMENTS

- An energetic and fun personality able to connect with people of all walks of life

- Natural public speaking ability
- Experience in fine jewelry sales is a plus
- Cruise ship experience is required

- Strategic thinking as it relates to marketing and promotions
- Bachelors Degree in Marketing or Business Administration or equivalent work experience
- Proficiency in Microsoft Excel, Word, Outlook and PowerPoint

