

## FOR BRAND AMBASSADORS

### **BENEFITS OF BEING A BRAND AMBASSADOR**

1. Although being a brand ambassador for HSM does not automatically attract a traditional salary, ambassadors occasionally receive funds based on decisions by the finance team at High Schools Society after a particular service related to HSM.
2. You learn excellent oral and written communication skills and you also learn several marketing and sales skills, like planning and strategizing, all while building your own network at your school and later university.
3. You'll quickly start to understand the ins and outs of social media branding, and most of all, you'll be able to demonstrate that you're an independent self-starter.
4. Being a brand ambassador can help you build your network, because introducing yourself to so many people opens up the door for opportunities in the future.
5. You receive intense loyal support from HSM in school and also out of school. The company is ready to push you in any endeavor, even in the business world.

**Skills you have that may mean you're suited to be a brand ambassador:**

- Passionate** - This is probably the most important skill for a brand ambassador to have in order to attract customers' attention.
- Sociable** - Students resonate with brands they can relate to. As a brand ambassador, your job is to build and nurture these relationships, so strong social skills are key.
- Teamwork** - In many cases, you'll be working with a team of other brand ambassadors, so you need to be able to collaborate with others to promote a product or service.
- Polite** - As a brand ambassador, you're representing the company - so it's important to maintain a professional and polite presence at all times