



# Brand Ambassador (Part-Time)

**Wisewire Brand Ambassadors are upstanding individuals serving the teacher community.**

Do you believe that teachers are one of our most valuable assets as a nation? That they work incredibly hard and deserve a forum where they are provided helpful resources and insights without even needing to ask? Do you understand the unique challenges they face and want to support them?

As a Wisewire brand ambassador you will participate in various online communities where Wisewire is building a presence. You will represent the brand by sharing exceptional content from and about Wisewire's blog, website, tools and products that teachers find interesting and helpful to get them talking about us and to drive traffic to our blog and website.

## **Brand Ambassador Tasks include:**

- Posting as yourself within the Edmodo stream to the teacher network
  - Creating engaging and audience-appropriate copy
  - Sparking discussions
  - Sharing relevant marketplace resources (via search URLs, or direct product pages) and blogs to drive traffic to our website
  - Logging your activities in our master communication tracker
- Interacting with the Edmodo community
  - Fostering the discussion on threads you create
  - Replying to other community member posts where wisewire may have an appropriate solution to their question
  - Commenting on products and blogs
  - Commenting on Wisewire blog and forum posts
- Replying to all feedback we receive in an appropriate manner
  - Addressing/resolving user concerns
- Honestly rating and reviewing Wisewire products available on ShareMyLesson, TeachersPayTeachers, and/or Edmodo
- Blogging on educational topics for the Wisewire blog or 3<sup>rd</sup> party sites (if/as assigned)





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## Qualifications and Skills

- Bachelor's Degree in Education, Marketing, or other related field
- 5+ years experience as a teacher, marketer, or advertiser
- Active presence on social media (active user of Edmodo is a plus)
- Excellent communication and problem-solving skills

## Wisewire Brand Ambassador Code of Conduct

As a Brand Ambassador I agree to:

1. **Be respectful.** I will treat all individuals regardless of background or viewpoints with the utmost respect, both in my personal and professional online communications.
2. **Be useful.** I will not share content or messages that I myself wouldn't find helpful as a teacher or student. I will use the tools provided to me to help further ensure what I am sharing is helpful, and will likewise speak up if I have further ideas to improve our systems for the team as a whole to be more useful.
3. **Be original.** I will not share content or messages that I have seen other brand ambassadors recently share, or that are verbatim from another source.
4. **Be responsive.** I will reply to comments in a timely manner and follow up as appropriate.
5. **Have integrity.** I will uphold the integrity of the company through my online interactions.
6. **Elevate concerns.** If there is a situation I feel I am not equipped to handle, such as an issue with a product or purchase, I will elevate those concerns to the appropriate party within Wisewire.
7. **Follow through.** I will ensure that my activities are all tracked and logged as appropriate, and that I follow up on issues until I have confirmed they are resolved.

*Interested candidates should email Lisa Doehnert, Learning Product Leader, at [ldoehnert@wisewire.com](mailto:ldoehnert@wisewire.com).*

