



## Job Description

Job Title: **Summer Road Warrior**  
Reports To: Designated Paragon Marketing Group, LLC ("Paragon") Representative  
Date Position Opens: January 1, 2019  
Hours: Part-time from May 1, 2019 through August 31, 2019

### **SUMMARY**

As a Summer Road Warrior, you will be employed by GMP Management, Inc. ("GMP") for the Gatorade® Youth Program (the "Program"), which is managed by Paragon. In this position, you will work with a designated Paragon Representative and act as a liaison between Paragon and the venues at which you will carry out your job duties. This includes becoming knowledgeable of all aspects of Gatorade's® involvement in the Program, becoming familiar with all Gatorade® products that are promoted in the Program, and being available to answer questions of venue/event contacts and event attendees.

### **ESSENTIAL JOB FUNCTIONS include the following:**

#### **DUTIES and RESPONSIBILITIES:**

- Assist with strategic planning for product and premium placement at each event
- Assist with managing and overseeing on-site logistics and on-site staff at events, as needed
- Assist your Paragon Representative and local venues to manage the shipping process, including assistance with:
  - Receiving inventory of products, premiums, and equipment and determining storage location(s)
  - Coordinating the unloading of supplies from the truck and verifying correct quantities received
  - Packing equipment at the end of the event and scheduling a pick-up time and location
- Assist your Paragon Representative and local venues to manage allocation and distribution of products and premiums, including:
  - Verifying logistics, including times, locations, and messaging
  - Serving correct products at correct times and correct temperature
  - Ensuring that quantities of products and supplies have been distributed appropriately
- Troubleshoot and provide ongoing feedback and evaluation of local events
- Perform other duties as assigned based on business needs

#### **WORK SKILLS AND QUALIFICATIONS:**

- Self-motivated and capable of working without supervision outside of an office environment
- Possesses strong public speaking skills, sound organizational skills, and computer literacy
- Demonstrates strong interpersonal skills and an ability to manage other employees
- Exhibits a professional demeanor and compelling customer service attitude
- High-energy and dependable, and possesses a strong work ethic
- Able to work in a team environment
- Results-driven and well organized, with an ability to prioritize, organize, and manage multiple projects
- Adept at responding to new opportunities and adapting quickly to shifting conditions
- Able to follow directions and meet deadlines

### **EXPERIENCE**

Internship experience in marketing industry preferred

### **TRAVEL REQUIREMENTS**

- Must have reliable transportation for local travel
- Extensive national travel and limited local travel required, extending into nights and weekends
- Must be available to travel potentially 12 out of 16 weekends between May 1, 2019 and August 31, 2019
- Must be available to travel May 24-May 28 and June 30-July 5 for events

### **EDUCATION**

- High School diploma or GED required
- If currently a college student, preferably in a program pertaining to marketing, advertising, sports management, or business

### **PHYSICAL DEMANDS**

Standing and sitting for prolonged periods of time; occasional lifting of light to moderate weight objects

\* Compliance with GMP's drug and alcohol policy is a condition of employment and may require testing in accordance with applicable law.