Be a Hotdogger
Wienermobile Spokesperson - Hotdogger

Position Type:
Full Time, Paid, 1-Year Assignment

Locations:
Various, Multi-State Travel

Description:
Who? - You! We need outgoing, creative, friendly, enthusiastic, graduating college seniors who have an appetite for adventure and are willing to see the country through the windshield of the Oscar Mayer Wienermobile. Applicants should have a BA or BS, preferably in public relations, journalism, communications, advertising, or marketing, though applicants are not limited to these degrees.

What? - To represent Oscar Mayer as a brand ambassador through radio and television appearances, newspaper interviews, grocery retail and charity functions. To “meat” and greet people from coast to coast. To maintain company car (Oscar Mayer Wienermobile). To work with internal and external consumer promotions, marketing and sales professionals. To manage your own traveling public relations firm; organizing promotions, contributing to brand social content and pitching TV, radio and print media.

Where? - The Hot Dog Highways of America. Wienermobile vehicles travel through all regions of the country visiting big cities and small towns alike, bringing miles of smiles to millions.

Why? - The Oscar Mayer Wienermobile has become an American icon for over 80 years and provides a Wiener Whistle and a smile for all. Oscar Mayer uses the Wienermobile at special events throughout the country and they need people like you to coordinate all aspects of Wienermobile travel and event management.
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Condiments:
• Competitive salary.
• Expenses, benefits and team apparel are covered by Oscar Mayer.
• Experience being your own traveling public relations firm.
• Experience in a self-managed position with many responsibilities.
• Be a mini-celebrity in small towns and big cities through event appearances and media interviews, and being the driver of the Oscar Mayer Wienermobile.

Do you cut the mustard?

If you’re an outgoing, creative, friendly, enthusiastic college graduate with a big appetite for adventure, send your resume and cover letter to:

Oscar Mayer
Attn: Hotdogger Position
560 E Verona Ave
Verona, WI 53593

Or email to: wmrequest@kraftheinzcompany.com

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