



Brand Ambassador

Position Title: Brand Ambassador (Stylist)

Reports To: Marketing Team

Location: On-site & Remote

Hours: Part-time

Application Submissions: *Please email your resume to Kristen Lum kristen@fhiheat.com*

Overview:

As a **Brand Ambassador**, you will represent FHI Heat to the broader stylist community and engage with influencers, stylists, and beauty professionals. You will be responsible for promoting the brand on social media, attending events, testing new products, engaging with and educating customers to build brand loyalty and awareness.

Key Responsibilities:

- **Promote FHI Heat:** Act as the face of FHI Heat, representing the brand both online and offline in an authentic and enthusiastic manner.
- **Create Styling Content:** Film hair tutorials, product demos, how-to guides, education on products, and before-and-after transformations using FHI Heat products.
- **Test New Products:** Use FHI Heat's products (such as flat irons, blow dryers, curling irons) on real hair to evaluate performance, ease of use, and durability.
- **Represent FHI Heat at Events:** Attend trade shows, industry events, and salons to represent FHI Heat. Provide live demonstrations, education on product, and connect with industry professionals.
- **Focus Groups:** Participate in focus group discussions, providing valuable insights into product design, features, and overall user experience.

Skills/Qualifications:

- Strong social media presence and engagement across Instagram, TikTok, and YouTube.
- Must be in cosmetology school or a licensed cosmetologist.
- Strong interpersonal and communication skills.
- Enthusiasm for FHI Heat products and ability to passionately represent the brand.
- Ability to create authentic, compelling content that resonates with the target audience.
- Flexible schedule, must be able to be ready on call.