



Job Description  
Position: Team Lead

*Last Updated: 10/21/15*

#### Job Summary

Responsible for leading teams during brand activations to ensure success of brand and sponsorship agreements.

#### Essential Functions

- Identify opportunities to strengthen team performance and unity through focused coaching and leadership.
- Understanding of brand and sponsorship strategy.
- Ability to execute activations in a timely manner.
- Experience working with mascots preferred.
- Complement the team performances by engaging with audience, passing out items, etc.
- Provide feedback to team to bring to life the mascot character during activations.
- Work directly with individuals and mascots to improve performance and audience experience.
- Assist in load in, load out and set up.
- Initiate opportunities to enhance value to sponsorship during activation.
- Ability to problem solve in high stress situations.
- Plan and lead pre-activation meetings.
- Oversee six to fifteen team members, including mascots, through activation points from start to finish.

#### Position Requirements

- Experience or education in product/brand marketing
- Ability to lift 15 pounds
- Flexible hours including nights and weekends
- Strong communication skills
- Leadership abilities
- Outgoing and social individual

Please submit cover letter and resume to:

[kelly@minddancemarketing.com](mailto:kelly@minddancemarketing.com)