



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 “meet” 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

equal employment opportunity

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