



PO Box 444 • New York, NY 10037 • info@mrunitiedstates.org • www.mrunitiedstates.org

Career & Job Descriptions

2019-2020

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Administrative Assistant

Our company is seeking an Administrative Assistant to manage the MUS Office, supervise staff and handle duties for upper management. We are looking for an individual who is efficient and comfortable being a member of a team. The ability to multi-task, while maintaining complex schedules and managing administrative support, is essential in this position. The ideal candidate for this job is resourceful, a good problem solver and organized. Assuring a steady completion of workload in a timely manner is key to success in this position.

Administrative Assistant Responsibilities Include:

- Manage workflow by assigning tasks to other administrative employees, ensuring that deadlines are met and work is completed correctly
- Assist in training staff members and new hires
- Implement and monitor programs as directed by MUS Management, and see programs through to completion
- Generate memos, emails and reports when appropriate
- Actively assist MUS National Director with scheduling, online correspondence, and management needs
- Assume responsibility for maintenance of office equipment
- Maintain office supplies by checking inventory and order items
- Respond to questions and requests for information
- Answer incoming calls and assume other receptionist duties when needed

Administrative Assistant Qualifications and Skills

- High School Diploma required; Bachelor's degree preferred (pursuit or acquired)
- Proficiency in MS Office with expertise in Microsoft Word, PowerPoint and Excel
- Ability to analyze and revise operating practices to improve efficiency
- Detail oriented and comfortable working in a fast-paced office environment
- Exceptional communication skills
- Superior organization skills and dedication to completing projects in a timely manner
- General body of knowledge, passion, and/or interest for pageantry

Negotiable Pay Based on Experience
Location Not a Defining Factor;
NYC or New Orleans Resident Preferred

*Job Posted: October 4, 2019
Start Date: ASAP*



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Brand Ambassador

MUS Brand Ambassadors are national pageant contestants selected by organizational administrators and judges at the conclusion of each annual competition. Specific roles are slated to change each year pending organizational needs. The 2020 Brand Ambassadors will be responsible for managing the creation, development and popularization of the MUS YouTube Channel as well as the organization's new Twitter Account. Individuals will be charged with creating online content that provides behind the scenes stories of his experience as a state titleholder; in addition to series-formulated episodes to prepare potentially new contestants. 2020 Brand Ambassadors must commit to an individual fundraising goal decided by the collective group of ambassadors. Each gentleman will play a critical role in regional recruitment of new contestants as well as act as event assistants throughout the MUS National Tour.

Brand Ambassador Responsibilities Include:

- Create and contribute to social media accounts (YouTube & Twitter)
- Advise Lead Ambassador on content marketing campaigns and product positioning logistics
- Develop social media strategies based on continually evolving metrics and constituent feedback
- Create and implement product marketing campaigns and fundraisers
- Measure the conversion rates and other metrics for ongoing campaigns and offer adjustments as necessary
- Create content for MUS Website and blog to attract new contestants
- Assist event coordinators and project managers throughout the MUS National Tour

Brand Ambassador Qualifications and Skills

- MTUS, MUS, or MUSE National Contestants (Must be selected by MUS Selection Committee)
- 1-year experience in marketing or advertising
- Excellent communication and problem-solving skills
- Active presence on social media a plus
- Familiarity with social media metric tracking preferred
- General body of knowledge, passion, and/or interest for pageantry

Volunteer Position
Residence/Location Not a Factor

*Job Posted: October 4, 2019
Start Date: September 1, 2020*



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Brand Manager

Our company is searching for an experienced Brand Manager (or company) to work closely with our marketing and production staff on several product lines. The ideal candidate/entity for this position is an energetic professional who is able to multi-task effectively, offer quick and accurate advice and provide creative input to help advance our brand. Our Brand Manager could potentially act as the creative liaison between our marketing and management team pending the capacities in which other jobs are filled.

Brand Manager Responsibilities Include:

- Perform regular market research studies to gather important brand data
- Develop custom brand management plans for each product and submit updated summaries on brand exposure to management each month
- Assist in the design and creation of event marketing displays and tools
- Maintain contact with vendors and distributors to get critical input on how product design and implementation can be improved
- Customize brand initiatives with industry-trends and comparable pageant organizations
- Work closely with several advertising agencies to manage brand marketing campaigns

Brand Manager Qualifications and Skills

- Bachelor's Degree (pursuit or acquired); preferably in Marketing, Advertising or related field
- Two or more years of experience in brand or product management
- Strong project management skills
- Exceptional verbal and report presentation abilities
- Extensive experience in design and event display creation
- General body of knowledge, passion, and/or interest for pageantry

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Location Not a Defining Factor;
NYC or New Orleans Resident Preferred

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Director of Marketing/Public Relations

Our company is looking for a Director of Marketing/Public Relations individual/entity who can help expand our brand to untapped markets across the nation. The ideal candidate is proactive, innovative and passionate about our unique service-driven approach to male pageantry. Applicants should be able to reach consumers through digital and traditional platforms and integrate marketing efforts across various departments. The Director of Marketing/Public Relations will be in the field often to meet the various players in our industry. Essential job tasks include landing media opportunities for our national titleholders, developing marketing plans, and devising out-of-the-box strategies for reaching consumers and potential contestants. If you have a history of problem-solving, innovative ideas and calculated risk-taking, we would love to hear from you.

Director of Marketing/Public Relations Responsibilities Include

- Develop digital and traditional marketing campaigns across multiple platforms
- Spearhead efforts to increase SEO visibility
- Incorporate marketing efforts into various arenas of our industry
- Use research to develop, implement and measure strategies
- Develop a measuring system for determining the success of each marketing program
- Act as a publicist for national titleholders and organization
- Coordinate all media contact and ensure the company consistently gets print and digital coverage
- Ensure public relations campaigns are staying on track and being received well by the public
- Maintain editorial control on all marketing and public relations collateral that is released on behalf of the company

Director of Marketing/Public Relations Qualifications and Skills

- Bachelor's Degree (required); Marketing, Public Relations, Journalism or a related field preferred
- Three or more years of experience in marketing, communications or public relations
- At least one year of experience in a corporate management role preferred
- Exceptional communication skills
- Demonstrated experience in creating successful marketing and public relations collateral
- Ability to initiate and monitor several simultaneous projects
- Prepare and submit regular updates to upper management
- General body of knowledge, passion, and/or interest for pageantry

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Finance Manager

Our company is seeking an experienced and professional Finance Manager to join our team. This position will play a key role in the organization's funding strategy and long-term financial security. The Finance Manager will collaborate with the upper management team to analyze department finances and develop strategy-oriented budgets. This position provides flexibility of promotion potential; and we are open to an on-start incentive-based compensatory agreement reflective of one's income earning potential. It is our primary hope this individual has some level of experience within corporate fundraising.

Finance Manager Responsibilities Include

- Perform a variety of advanced financial analyses to determine present and forecasted financial health of the company
- Use financial modeling to simulate financial scenarios
- Present potential scenarios and outcomes to management team
- Manage the preparation and publication of departmental and organization financial documents
- Collaborate with management on development and execution of funding strategies
- Examine financial and legal documents to verify accuracy and adherence to financial regulations and acceptable financial principles
- Create and execute corporate fundraising campaigns
- Develop a resource database of individual and corporate sponsors, organizational partners, and donors

Finance Manager Qualifications and Skills

- Bachelor's Degree (required); Finance, Accounting or related field preferred
- Two or more years of experience in a financial management position
- Proven strategic planning experience at the management level
- Proficient in Microsoft Excel and PowerPoint
- Demonstrated creative and critical thinking skills
- Able to work on multiple projects simultaneously
- Strong communication and presentation skills
- General body of knowledge, passion, and/or interest for pageantry

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Graphic Design Intern

Our company is oftentimes in need of a Graphic Design Intern with experience in both print and electronic media. We're looking for someone who can take direction from written or spoken ideas and convert them seamlessly into images, layouts and other designs. The successful candidate should have an intimate understanding or interest in the workings of marketing campaigns. MUS graphic development is oftentimes a multi-lateral operation that requires collaborative internship work with our Chief Graphic Designer. We particularly want our Graphic Design Intern to gain valuable experience by leading creative teams and designing with other professionals with considerable advanced notice, as well as under unforeseen short-notice situations.

Graphic Design Intern Responsibilities Include:

- Work simultaneously on three or more projects based on current company workload
- Create visual aspects of marketing materials, websites and other media, including infographics
- Put together disparate elements of a design created by another professional, such as the icons, photographs and other components necessary for a website design
- Consult with MUS National Titleholders and MUS National Directors to create cohesive designs that reflect individual goals within the scope of the organization's established corporate culture
- Research and analysis of social media graphic design trending and industry-related designs

Graphic Design Intern Qualifications and Skills

- Bachelor's Degree (pursuit or acquired); preferably in Fine Art Design, Marketing or related discipline
- Extensive experience with Illustrator, Photoshop and InDesign, specifically with mockups, web design and multimedia presentation
- Working knowledge of CSS3, HTML5 and JavaScript is a bonus
- At least one year in professional commercial design, preferably with a marketing or creative agency
- Experience working with WordPress templates
- Adaptive design eye and skill
- Excellent communication skills
- Ability to absorb and apply constructive criticism from peers and clients
- General body of knowledge, passion, and/or interest for pageantry

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National Director (Teen Division)

Our organization is seeking an experienced company/organizational director to lead our organization through an upcoming period of growth. The Teen Division of the Mr. United States Organization is perhaps the most vital division of our brand considering it serves as the gateway of interest for youth and teen males to become interested in our program. The MTUS National Director will be responsible for overseeing all aspects of our Teen Division, ensuring we are operating efficiently and effectively to meet business goals as well as service initiatives. This individual should have a genuine affection for working with teenage males, and should have experience with growing individuals within this age range. In this role, you will be the face of our company, working closely with the Board of Directors, management team, and the public. A focal mark of responsibility includes ensuring the alignment of the teen national titleholder's actions, projects, social media, and platform work with the company's mission and vision. The MTUS National Director should also be proficient at interview coaching, media/press interview preparation, and national appearances. The MUS Organization has a close-knit culture in which we place a high priority of communication, recognition and collaboration. The MTUS National Director should be a role model for the teen national titleholder, and also possess the ability to facilitate the titleholder's brotherly relationship with the older two national titleholders. We are in search of an MTUS National Director who is aligned with our culture and will continue to enhance it through positive leadership.

National Director (Teen Division) Responsibilities Include:

- Develop and implement strategic plans that meet business goals and service objectives created in partnership with the Board of Directors and MUS/MUSE National Director
- Recruit and develop a team of junior leaders to manage critical business functions
- Ensure commitment to and compliance with all applicable rules and regulations across the organization
- Create a culture of transparency and a visibly recognizable brand for each teen's unique personality
- Advise and help develop the teen's personal platform; National Titleholder Week events & activities; as well as furtherance of the MUS National Organizational Platform
- Proactively address challenges to protect the teen titleholder's public image
- Facilitate interview coaching, and media preparation for all national appearances
- Develop a strong communicative relationship with the teen's parents or guardians
- Manage the MTUS budget; and create fundraising opportunities to fund stipends and travel interests
- Construct a MTUS National Tour to visit high schools and promote contestant recruitment

National Director (Teen Division) Qualifications and Skills

- Bachelor's Degree (required)
- Previous experience in a senior leadership role (pageant organization not required but preferred)
- Demonstrated ability to develop and implement successful strategic plans
- Deep understanding of financial strategies and finance-related performance metrics
- Strong aptitude for verbal and written communication, presentation, and relationship development
- In-depth knowledge of best practices in management and governance
- General body of knowledge, passion, and/or interest for pageantry

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Program Coordinator

Our company is looking for a Program Coordinator to help develop and administer a variety of essential programs for the MUS Season. The Program Coordinator will be responsible for brainstorming company needs with an internal management team, assessing the ways programmatic action can solve or address company concerns, and initiate events that raise awareness and/or funds for the overall benefit of the organization. The most critical program requiring complete construction from start to finish is the Gentlemen's Circuit/MUS National Tour. This coordination will require all three national titleholders, national directors, brand ambassadors, community consultants, former contestants, and organization volunteers. Other programs include but are not limited to: National Titleholders Week, L.O.V.E. Matters Week, and the National Pageant Fashion & Arts Soiree. Our Program Coordinator will also be charged with arranging staff training, the 2020 Titleholders Retreat, & assistance with the development of the national titleholders' social media calendars and personal schedules.

Program Coordinator Responsibilities Include:

- Develop comprehensive reports on programs and submit summary reports to management each month
- Plan, manage, and supervise The Gentlemen's Circuit/MUS National Tour
- Plan, manage, and supervise National Titleholders Week, L.O.V.E. Matters Week, & the National Pageant Fashion & Arts Soiree
- Coordinate national titleholders' daily schedules, special programs, and social media calendars
- Plan, manage, and supervise the MUS Titleholders Retreat at the beginning of the season for the national titleholders and all members of the MUS Management Team
- Build relationships with community organizations, venues, and community leaders for collaborative organizational programming and service initiatives
- Assist national directors with developing itineraries and details for titleholder travel and potential international competition participation

Program Coordinator Qualifications and Skills

- High school diploma (required); Bachelor's Degree (preferred)
- Two or more years of experience in a supervisory position
- Excellent problem-solving skills
- Ability to utilize scheduling and spreadsheet software
- Strong customer service skills are required
- General body of knowledge, passion, and/or interest for pageantry

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Social Media Management Intern

Our company is looking for a Social Media Management Intern to join our growing team. The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites. The successful candidate will be responsible for contributing to website redesign projects, monitoring and posting on blogs and social networks, engaging in online forums, participating in online outreach and promotion, optimizing our website and conducting keyword analysis. Those looking to gain valuable online media experience with an established organization are encouraged to apply.

Social Media Management Intern Responsibilities Include:

- Work with the MUS Social Media Manager to create and implement campaigns
- Develop content calendars on a weekly and monthly basis for company brands
- Monitor analytics with social media team to identify viable ideas
- Create engaging blog and social media content
- Match MUS National Titleholders social media image with various organizational posts
- Assist in the general distribution of press releases and media alerts
- Provide support to our marketing team at live and online events

Social Media Management Intern Qualifications and Skills

- High School Diploma required; Bachelor's Degree (pursuit or acquired) in Communications preferred
- Two or more years of experience in social media/marketing
- Excellent oral and written communication skills
- In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, and Google+
- Experience with social media analytics, including Google Analytics, Facebook Insights, & Instagram Insights
- Basic knowledge of Photoshop
- General body of knowledge, passion, and/or interest for pageantry

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Specialty Consultants

We are always in need of guidance on what we consider general consultant needs - advertising, product placement, metrics analysis, event planning, product endorsements, community project collaborations, and many other aspects of our overall organizational plan. However, we are typically more interested in consultants who hone a special niche particularly beneficial to our pageantry programming and community projects. The ideal candidate for a MUS Consultant role actually tells us how their expertise can benefit our existing services or initiatives. We enjoy creating incentive-based contracts with consultants who have a sense of clarity as to how their resources and strengths can truly ameliorate our interests.

Specialty Consultant Responsibilities Include:

- Create a plan for strategic positioning with the company management team
- Prepare a written strategic plan that addresses core initiatives
- Recommend product positioning approaches for each new offering
- Contribute to our content marketing and brand awareness efforts
- Prepare marketing and advertising materials if needed
- Participate in staff meetings dedicated to marketing, advertising and brand enhancement
- Create specialty tools or program initiatives that directly connect our goals with a special area of one's expertise

Specialty Consultant Qualifications and Skills

- Corporate marketing experience preferred
- Bachelor's Degree (pursuit or acquired); Bachelor's in Marketing or Communications preferred
- Advanced communication and presentation skills
- Experience with digital marketing initiatives, including social media
- Strong analytical skills
- Excellent research skills
- Ability to lead large teams and inspire other staff members to think creatively
- Working knowledge of digital performance metrics
- General body of knowledge, passion, and/or interest for pageantry

Negotiable Pay Based on Experience
Location Not a Defining Factor;
NYC, Atlanta, or New Orleans Resident Preferred

*Job Posted: October 4, 2019
Start Date: Pending*