

## Miss America Job Description

Miss America is the most visible representative of the mission and vision of the Miss America Organization (“MAO”).

Miss America’s job is one of purpose. She is one member of the MAO team and is responsible for positively promoting the goals and objectives of MAO as well as advancing her own Social Impact Initiative (“SII”).

Miss America is a full-time job. As an employee of MAO, she earns a salary, is eligible for MAO employee benefits and is subject to the policies and procedures of the MAO. She reports to the MAO Travel Manager or designated staff. While traveling and at events and appearances, she works side by side with her assigned Tour Manager to fulfil the wishes of MAO clients, partners, and sponsors.

Miss America works with the MAO team to develop a realistic, actionable strategic SII plan with metrics that are then used to measure her performance. The performance metrics include building on her SII she brought to the job, identifying new national partners for her SII and working as part of the MAO team to expand her SII’s reach through the Miss America platform. She is also expected to be a national ambassador of MAO’s national partner(s) and sponsors as directed, and advance recruitment into the MAO program. Through public interaction, media appearances, speaking engagements, sponsor and partnership support, presentations, social media and administrative work, this position advances MAO’s primary goals of education and service.

The job of Miss America is demanding. It is not a typical 9-5 position and the scheduling demands differ daily. She must be mentally, emotionally, physically and professionally equipped to travel, sometimes daily, across the country and potentially around the world. Each day she must come to work ready to promote a positive, friendly, approachable, relatable, engaged and enthusiastic voice.

Miss America is not a celebrity, nor is she a “beauty queen.” Instead, she is a person of character and a representative of service, and an example of what it means to be a giver, not a taker. It is her work that will be celebrated as she uses her job to serve others, promote scholarships and the importance of education, and to make a lasting impact on communities across the nation. When Miss America’s term expires, she will be successful if she has made a measurable, positive difference in the growth of MAO and her SII objectives.

Miss America is expected to understand that in this position, she is but one part of an ever-evolving legacy of multi-dimensional women at every level of MAO. Her execution of the job is reflective not just of her, but of the entire organization. Miss America is about building on the past and helping to craft a future of relevancy for this and the next generation of women leaders.

**Specifically, Miss America will:**

- Serve as a national spokesperson for the Miss America Organization in furtherance of its mission and vision
- As a member of the staff, work as a team member to help develop goals and facilitate the execution of her SII
- Travel independently under the direction of a Tour Manager and Promotions Manager
- Research, prepare and deliver public appearance presentations, performances and speeches
- Serve as a spokesperson and brand ambassador for MAO's national partners
- Research and prepare content such as short videos, blogs, op-eds and/or thought-pieces for media and social/digital outlets
- Serve as a voice on timely issues for her generation
- Maintain and manage her personal social media accounts in accordance with MAO policy
- Be an example to and inspire potential candidates
- Perform administrative tasks relevant to her job: email correspondence, expense reports, metric reporting, thank you notes, and other tasks as directed
- Help build on recruitment and interest opportunities to bring new women into the fold.
- Build on the legacy of Miss America by leaving MAO better than she found it

**Required skills and experiences:**

- Outstanding interpersonal skills
- "Can do," team player attitude
- Ability to problem solve
- Desire to adapt to almost any situation
- Desire to be with and speak with people
- Excellent public speaking and presenting skills
- Exceptional written and verbal communicator
- Ability to use both Microsoft and Google productivity software
- Show up for and execute work professionally each day
- Be on time (which means early) and meet all daily deadlines
- Understanding of client-facing hospitality and service
- Strong discernment of and ability to interact with media
- Good at taking direction with a desire to learn, grow and develop
- Ability to set SII goal metrics and establish a plan to execute by "getting your hands dirty" and digging into creating change
- Desire to advance a more diverse and inclusive program
- A sense of humility and humor :)

## **About The Miss America Organization:**

In the summer of 1921, on the boardwalk of Atlantic City, an American icon was born. The organization was a disruptor at its birth and continues to move women forward through education and social impact.

For the past 100 years, Miss America has been one of the country's most recognizable household names and has been at the center of everything from national trends to social movements to the birth of television. The young women involved have made a significant difference in people's lives through their educations' and charitable and community service endeavors, using this national organization and the public facing podium it presents to educate millions of Americans on issues facing the nation.

The symbols of Miss America are meant to advance a continuing movement of showing how women can be leaders, be givers, not takers, and to use education and a social conscience to dream big and inspire change for the betterment of the world around them.

**Miss America, a non-profit 501(c)(4), is committed to bringing together individuals from different backgrounds and perspectives. We strive to create an inclusive environment where everyone can thrive, feel a sense of belonging, and do great work together. As an equal opportunity employer, we prohibit any unlawful discrimination against a job applicant on the basis of their race, color, religion, veteran status, sex, sexual orientation, national origin, age, disability or genetic information. We respect the laws enforced by the EEOC and all employment is decided on the basis of qualifications, merit and business need.**