

# CMO Job Description

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### About the role:

Bugaboo are looking for a tiny candidate to fill a huge 'role'; the world's youngest CMO - that's Chief Mischief Officer.

Whether you're bossing the playground or taking over the night shift, you know what you want and exactly how to get it! Your key day to day responsibilities include obtaining answers to some of life's big questions, such as finding out why the sky is blue, or if sandwiches really do taste better cut into triangles? You'll also be 'in charge' of rigorously reviewing all of the latest Bugaboo rides, so you'll need know what four-wheel suspension feels like zipping across busy pavements! It's your job to make sure that no stitch, joint or click is overlooked, ensuring optimum cruising at all times.

There is a lot of room to grow with the Chief Mischief Officer's 'role', but we must stress growing up is optional! We are also proud to adopt flexible working hours to make sure that there's time for the important things in life, like building forts, exploring, rolling around in the mud (with wellies off of course!) and generally causing the best kind of mayhem. Perks of the 'job' include adventure excursions to test terrains, a miniature company car and, of course, flexibility when it comes to work locations whether you're at home or on the move!

### About you:

An ideal candidate will be someone who is quite simply, born to play the role with a demonstrated history of mischief and monkey business who is as comfortable pursuing independent adventures as they are working with their parent-in-crime.

Being educated to nursery level would be a plus, but not a deal breaker. What's more important is that you are an out-of-the-cot thinker capable of turning everyday moments into playful chaos. We're looking for someone who is a small and dynamic, lively, havoc-creator. If this sounds like you, then please do ask your grown-up to 'apply' on your behalf today.

From unrolling the loo roll (because it looks like fun) and impromptu water fights to colouring in your older sibling with your mum's favourite lipstick, show off your mischief making skills, and why you should be Bugaboo's youngest Chief Mischief Officer. To throw your dummy in the ring, simply upload an image or video showing yourself up to your best mischief (up to 90-seconds) [here](#).

## Criteria:

- Aged 3-5 years, with a minimum of 1 to 2 months mischief experience.
- Nursery-level educated (not essential but desirable).
- Must be based in either the UK, Sweden or Australia and be available to 'work' from home.
- Arts and crafts: Level 1.

## Agreed tasks of what the CMO winner will be doing for Bugaboo:

To enter for a chance to win an exciting adventure excursion, a mini company car and an annual theme park pass (UK and Australian residents will receive a Merlin annual pass, whilst the Swedish CMO will receive a Liseberg annual pass) in return for completing a series of small fun tasks over a period of 6 months, send us a video or photo which shows us how much of a mischief maker you are when you're at home or out on the road.

Winners will be asked to complete several 'tasks' from the comfort of the own home every now and again as the CMO. The total amount of mischief would be:

- Create 3 x fantastically messy art works to inspire our marketing team
- Send in a photo of their best cardboard box creation to lead our window designers
- Film 3 x product review videos (show your pals how to cruise into the playground)

Bugaboo will supply all arts and crafts equipment.

Bugaboo will have full usage rights of any of the above or content submitted by participants. This includes, but is not limited to; video, photography stills and/ or anything created by entrants or supervising adults within the context of the competition which is shared with Bugaboo. All assets will be able to be used both within above and below the line marketing. Usage rights to be global and assets can be used within any territory.

