



Ranchbassador

Europe Route • Summer 2026 • Apply as a Duo
Paid • Full-Time • 8 Weeks Total (7 Weeks International Travel)

Introduction to the Written Questions

The questions below are designed to help us better understand who you are, how you work as a team, and how you would approach this role in practice.

This is a real, paid position that requires collaboration, cultural awareness, and consistent content creation. Your responses will help us assess your experience, working style, and perspective—beyond what a traditional resume can show.

Please keep responses clear and concise. Answers should be 300 words or less.

1. Introduction

Please introduce your duo and your connection to Hidden Valley Ranch. In your response, include a little about yourself, your team and how you each personally enjoy Hidden Valley Ranch—highlighting your favorite pairings and why you love them.

2. Working Style and Collaboration

Please describe how you collaborate as a team when creating content. In your response, include how you would typically divide responsibilities (e.g., filming, editing, on-screen talent, posting, coordination), whether you have worked together before, how ideas are generated, and how you make decisions or resolve differences.

3. Content Creation Experience

Please describe your experience creating social content. In your response, include the platforms you actively post on, the formats you're most experienced with, and one to two examples of content you're proud of - along with what made them successful (links encouraged).

4. Cultural Introduction Scenario

Imagine you are introducing Hidden Valley Ranch in a country where it's not commonly used. Please describe how you would explain ranch to a new audience, the types of reactions you might anticipate and how you would respond on camera. How would you respond to a negative reaction while filming?

5. Content Ideation

Please propose one TikTok concept that captures the spirit of this program and showcases Hidden Valley Ranch. In your response, describe the idea and explain why it would be compelling to watch.