

XMC Internship Job Description

Job Title	Experiential Marketing Intern – Molson Coors
Job Category	Experiential Marketing
Dates	Monday, May 4, 2026 – Friday, August 21, 2026. 16 weeks
Location	Hybrid/ Mainly in office: 49 Bathurst Street, Suite 101, Toronto, ON M5V 2P2
Travel	<p>This role requires frequent travel within Ontario and occasional out-of-province travel. Candidates must be flexible, comfortable travelling and working weekends.</p> <p>Candidates must hold a valid Ontario G2 driver's license (or equivalent) and be comfortable driving larger vehicles, including sprinter vans and cube vans.</p>
Compensation	You are offered a pro-rated monthly rate of \$2,875 plus 4% (\$115) vacation pay on all insurable earnings for a monthly total of \$2,990 subject to all regular deductions and paid at the end of each month.
Allowance	N/A but any out of pocket, pre-approved expenses will be reimbursed.
Schedule	<p>Schedule to be determined with your manager, up to five (5) days per week, totaling 37.5 paid hours per week, plus 2.5 hours per week of unpaid lunch time (40 hours total).</p> <p>Hours may vary week to week and may include both weekday and weekend work, as not all weeks will follow the same schedule.</p>

Introduction

At XMC, it is more than just the place you work. It's a place of opportunity to build and create alongside North America's leading brands. We are owners, relationship builders, problem solvers, and strategic thinkers who thrive on delivering the best results to our clients.

Have we mentioned we've got some great friends? During your internship, you will be working with unique brands, sports teams, and properties including (but not limited to):

<ul style="list-style-type: none"> • Molson Canadian • Coors Light • Coors Original 	<ul style="list-style-type: none"> • Miller Lite • Heineken • Sol 	<ul style="list-style-type: none"> • MLSE • Boots & Hearts • Osheaga
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About XMC

Founded in 2006, the XMC Group of Companies and its dynamic team of industry professionals provide strategic counsel, negotiation, execution, data analytics and measurement of

sponsorship and Experiential Marketing™ programs and services. By leveraging a shared passion for sport, music, culture, and cause, XMC connects with consumers, creates engagement, and inspires target action. With over \$2.1B in deals negotiated, activated and/or valuated, XMC delivers client success by taking ownership, inspiring confidence, and exceeding expectations.

Your Role

As an Experiential Marketing Intern working with the Molson Coors Account Team, you will support the planning and execution of exciting experiential marketing programs and sponsorship activations. This role will also involve liaising with vendors, coordinating logistics, and supporting on-site event execution to deliver exceptional consumer experiences. This role requires travel to other cities within Ontario and, potentially, out of province. Weekend work will be required during peak periods; however, lieu days will be provided, allowing time off during the week with manager approval.

The ideal candidate has excellent communication and interpersonal skills, a proactive, detail-oriented, and problem-solving mindset, and the flexibility to succeed both independently and within a cross-functional team. You bring a strong understanding of sports, entertainment, experiential, and brand marketing, along with a positive attitude, strong work ethic, and a genuine eagerness to learn. This role is ideal for someone who is adaptable, excited to take on new challenges, and motivated by hands-on project management experience, live events, and brand activations, offering the opportunity to gain meaningful responsibility and learning in a fast-paced environment.

You

- Manage multiple priorities, own deliverables, inspire confidence and exceed expectations
- Like complex projects and can find the best ways to solve problems quickly and efficiently
- Are innovative and self-motivated
- Have a dedication to team satisfaction and program success
- Have good physical stamina and the ability to lift 50lbs as needed
- Available to provide on-site support for events

Responsibilities

- Research concepts, vendors, event tools, and present recommendations to the team.
- Attend event planning and strategy meetings and discussions, XMC team meetings and other team collaborations
- Support and lead event execution by working closely with internal teams to manage all event-day logistics
- Execute event set up and tear down during live activation dates
- Support and lead brand ambassadors training to ensure consistent execution and brand alignment
- Coordinate with shipping companies and vendors to facilitate the timely shipping and receiving of event assets

- Assist with vendor and partner communications regarding event details including logistics, floorplans, restrictions, power requirements, accessibility, and other key considerations to ensure seamless event execution
- Support with contest fulfillment including booking travel and excursions
- Assist Account Coordinators and Managers with additional tasks and responsibilities

Life at XMC

Are you ready to work with your favourite brands and launch your career in marketing and events? If so, then it's time to join us and tap into your passion for building amazing brands.

Skill sets utilized and further developed during the Internship are:

- Presentation skills
- Organizational skills
- Time management
- Team building & leadership
- Analytics and turning insights into action
- Forward thinking and problem solving
- Connect with industry leaders & develop useful skill sets for years to come

This position is a 4-month full-time internship opportunity, offering a position to learn and grow within the industry and agency environment. At XMC its never just an ordinary day.

Application Instructions

If this opportunity interests you, please submit your resume and cover letter to **Olivia Lasanowski**: Olivia.Lasanowski@xmc.ca

Our Commitment

XMC is an equal opportunity employer that is committed to an inclusive, accessible environment, where all employees feel supported and valued. If you require accommodation for the recruitment/interview process, please let us know, and we will work with you to meet your needs. In accordance with the Accessibility for Ontarians with Disabilities Act, XMC will provide reasonable accommodation to employees and prospective employees upon request. If you require a specific accommodation because of a disability or a medical need, please advise us in your application.

All work-related travel and pre-approved expenses will be compensated by XMC. Successful interns will also receive access to a MacBook Air during their internship.