



**Job Title:** Coors Campus Ambassador

**Company:** Experiential Marketing Limited Partnership d/b/a XMC

**Type:** Part-time (15-20 hours+ per week) during Fall and Winter semesters

**Locations:** Wolfville, NS [attending university in this city]

**Compensation:** \$1000/month + \$75/month cell phone allowance

### **About the Role:**

XMC, in partnership with the Coors family of brands, is hiring an exclusive roster of Coors Campus Ambassadors (CCAs) designed to authentically embed the brand into campus culture through a hyper-local, student-driven approach.

Through an always-on strategy, CCAs will activate during peak moments like Welcome Week and Homecoming, while also tapping into unique campus events throughout the academic year. A key focus of the program will be building strong relationships with local on-premise accounts in each university town, supporting brand visibility and engagement through responsible on-premise activations and sampling opportunities that keep the brand top of mind within the student community.

CCAs will work closely with these partner venues to help create engaging brand moments, interact with consumers, and support Coors presence in the places where students naturally gather. In addition to on-premise engagement, CCAs will leverage their personal Instagram platforms to share weekly content that aligns with brand guidelines while authentically showcasing how Coors fits into their campus lifestyle.

More than brand representatives, CCAs will embody the Coors experience by creating positive, responsible brand engagement and building meaningful connections that foster long-term loyalty among the next generation of consumers.

### **Role & Responsibilities:**

#### **1. Experience Creation**

- Plan, facilitate, and lead a minimum of (1) one on-premise event per semester
- Coordinate and host branded/sponsored pre-parties
- Create eye catching promotional materials for events
- Identify university specific off campus traditions that would authentically integrate the Coors brand

#### **2. Relationship Building**

- Build and continue to strengthen partnerships with standout student organizations, clubs, and communities
- Develop connections with local Coors accounts (i.e.- bars), Molson Reps, and various stakeholders
- Build a network of brand advocates across diverse university student groups

#### **3. Social Media & Content Creation**



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- Always-on content creation mindset
- Update weekly social content tracker with (3) three or more potential in-feed or static posts and accompanying captions
- Document key events and traditions where brand is present
- Develop campus-specific content that resonate locally
- Provide monthly Instagram metrics of engagement

#### 4. Reporting & Administrative

- Attend and participate in weekly virtual team meetings with the Account Team on program status and upcoming events
- Manage local storage unit tracking inventory of product and branded swag, ensuring quantities are updated and reported regularly
- Submit monthly expense reports
- Complete event recap reports highlighting event attendance, successes, and pain points
- Communicate any issues, risks, or delays to Account Team

#### 5. Legal Compliance Responsibilities

- Must comply with the *Responsible Advertising and Marketing Code Principle and Best Practices* by Beer Canada

### The Ideal Coors Campus Ambassador is:

#### 1. Socially Connected & Culturally Respected

- A staple on campus who embodies the unique spirit of their university
- Respected across diverse groups and communities, not just dominant in one
- A natural storyteller with high engagement on social platforms
- Energized by meeting new people and building genuine relationships

#### 2. Event Instigator with Brand Passion

- Passionate about beer and seltzer—you speak about the Coors family brand with authenticity and excitement
- Confident in taking the lead on events and activations that get people talking
- Known for your positive energy and ability to hype up a crowd
- Creative, outside of the box thinking that brings a new lens to the standard pre-party and on-premises event

#### 3. Business-Minded & Reliable

- Able to balance school, extra curriculars, and CCA duties with ease
- Dependable and organized, with strong time-management skills
- Comfortable working flexible hours, including evenings and weekends
- Confident managing budgets and owning event planning
- Proven leadership capabilities and self-sufficient





- Ability to handle high stress situations and utilize problem solving techniques to find the best solutions

#### 4. Passionate about Content Creation

- Easily captures real-life moments that authentically highlight the Coors Brand while following all Coors content guidelines, restrictions and brand standards
- Skilled in photography, content editing, and properly formatting photos to best highlight the Coors brand and drive engagement
- Knowledgeable of best practices for higher levels of engagement and gaining a wider reach

#### Qualifications:

- Must be in 2<sup>nd</sup> year or higher
- Ability to commit to the role for multiple years, if eligible
- Must be legal drinking age (19+) and enjoys responsibly!
- Valid Smart Serve Certification or Provincial Equivalent
- Prior experience in event operations, content creation, and project management
- Social media presence of 1,000+ IG followers (with 74%+ over age 19)
- Must pass a background and vulnerable sector check
- Access to a vehicle is a bonus

#### Compensation:

- **Salary:** Monthly stipend allotment and cell phone allowance paid bi-weekly during semester months
- **Product & Merchandise:** Monthly product allocation, priority access to limited-edition branded campus merch, custom swag
- **Exclusive Experiences:** Access to industry networking opportunities, and additional earning opportunities

#### How to Apply:

- Interested or know someone in your network that would be a great fit for this opportunity? We would love to hear from you!
- Fill out our [Coors Campus Ambassador Application](#)

