



**Job Title:** Church & Dwight Campus Ambassador

**Company:** XMC Sponsorship & Experiential Marketing

**Type:** Part-time (10-15hrs + per week) Fall and Winter Semesters

**Locations:** Guelph, Kingston, London, Montreal, and Vancouver [applicants must be attending university in one of these cities]

### About the Role:

XMC and the Church & Dwight family of brands have come together to build an exclusive roster of Church & Dwight Campus Ambassadors (CDCA) to represent a hyper-localized program that authentically embeds into campus culture.

The Church & Dwight Campus Program will embed the Church & Dwight family of brands into university student life within five key Canadian university towns, driving brand love, awareness, and sales. We'll activate during peak moments like Welcome Week and Homecoming, while also tapping into unique campus events to keep the brand front and center year-round.

Through an "always-on" strategy, our Church & Dwight Campus Ambassadors will bring the Church & Dwight family of brands (Hero, Batiste, TheraBreath, and Trojan) to life on campus, in local hotspots, and at on-premise accounts, creating buzz with events, surprise-and-delight moments, and everyday brand integration. Church & Dwight Campus Ambassadors won't just represent the brands - they'll live it, making the brand a celebrated part of the university student experience and building lasting loyalty.

### Role & Responsibilities:

#### 1. Experience Creation

- Lead localized activations during the academic year
- Identify and enhance existing campus traditions with brand integration
- Coordinate sampling opportunities around strategic campus communities

#### 2. Relationship Building

- Build partnerships with key university student organizations and clubs
- Develop connections with campus-adjacent venues
- Act as liaison between university student body and brand team
- Build a network of brand advocates across diverse university student groups

#### 3. Storytelling & Content Development

- Create authentic social content featuring brands in real campus moments
- Document key events and traditions where brand is present
- Develop campus-specific memes and content that resonate locally
- Maintain consistent posting schedule across various social platforms

#### 4. Performance Tracking

- Provide bi-weekly reports on campus activities and brand sentiment
- Track consumption patterns and competitive presence





- Gather insights on emerging campus trends and opportunities
- Measure impact through content engagement and sampling metrics

The Ideal Church & Dwight Campus Ambassador is:

#### **Socially Connected & Culturally Respected**

- A staple on campus who embodies the unique spirit of their university
- Respected across diverse groups and communities,
- A natural storyteller with high engagement on social platforms
- Energized by meeting new people and building genuine relationships

#### **Event Instigator with Brand Passion**

- Passionate about personal health, beauty, and lifestyle brands, with the ability to authentically communicate key messaging in an engaging way
- Comfortable taking the lead on events and activations that get people talking
- Known for positive energy and ability to hype up a crowd

#### **Business-Minded & Reliable**

- Dependable and organized, with strong time-management skills
- Able to balance school, social life, and ambassador duties with ease
- Comfortable working flexible hours, including evenings and weekends
- Confident managing budgets and supporting a team through event planning
- Proven leadership capabilities and self-sufficient
- Ability to handle high stress situations and utilize problem solving techniques to find the best solutions

#### **Qualifications**

- Must be a 2nd or 3rd year University student in one of these 5 cities: Guelph, Kingston, London, Montreal, or Vancouver
- Ability to commit to the role for multiple years, if eligible
- Prior experience in event management, sales and previously held a campus ambassador role preferred
- Social media presence of at least 1,000+ IG followers mandatory
- Must pass a background and vulnerable sector check
- Bonus - access to a vehicle is a bonus

#### **Compensation:**

- **Salary:** Competitive monthly stipend & cell phone allowance paid during semester months with additional earning opportunities available
- **Product & Merchandise:** Monthly product allocation, priority access to limited-edition branded campus merch, custom swag

Interested or know someone in your network that would be a great fit for this opportunity? We would love to hear from you! **Apply here:** [Church & Dwight Campus Ambassador Application](#)

