



Brand Ambassadors

Company: XMC Sponsorship & Experiential Marketing Agency

Job Title: Brand Ambassador

Type: Casual / Event Based

Compensation Range: \$18.00 - \$25.00/hour

Location: Canada wide

Apply to: [XMC Application Form](#)

Company Summary:

Founded in 2006, XMC is an award winning and proudly independent agency that provides strategic counsel and execution of bespoke Sponsorship and Experiential Marketing™ programs for over 50 world-class companies. XMC collaborates with clients to create powerful integrated marketing campaigns shaped by strategic insight, defined by meaningful execution, and supported by proprietary business tools and AI-fuelled analytics. Together, we leverage shared passion points in sport, music, culture, and cause to connect, engage, and inspire target actions with our 60+ full-time employees and a roster of 4,000 part-time employees across the country.

About the Role:

Brand Ambassadors are the face of our clients' brands. You will represent well-known consumer brands at events, retail activations, festivals, and experiential campaigns – creating engaging, memorable experiences that drive awareness, trials, and sales.

An effective Brand Ambassador is hardworking, enthusiastic, and naturally connects with people. You consistently maintain a positive and professional attitude, ensuring each interaction leaves a strong and lasting impression.

This role is ideal for someone who enjoys working with people, is dependable, and takes pride in representing brands with professionalism.

Key Responsibilities:

- Represent client brands in a professional and engaging manner
- Educate consumers on products, services, and key brand messages
- Execute product demos, sampling, lead capture, giveaways, and experiential activities
- Set up and tear down activation space (including light lifting and merchandising)
- Follow all program guidelines, brand standards, and safety protocols
- Arrive on time, in dress code, and fully prepared for each shift
- Submit post-event reports, photos, and feedback as required
- Communicate clearly with Field Managers and internal teams

Ideal Candidate:

- Outgoing, approachable, and comfortable speaking with the public
- Strong communication and interpersonal skills



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- Reliable, punctual, and professional
- Able to take direction and work independently on-site
- Adaptable in fast-paced environments
- Customer-service focused with a positive attitude

Education and Experience:

- High school diploma/GED or higher
- 1-2 years' experience in a customer facing role
- Experience in promotions, retail, hospitality, events, or customer service is an asset
- Business or Marketing diploma/degree considered an asset

Requirements:

- Must be legally eligible to work in Canada
- Access to a smartphone for scheduling, communication, and reporting
- Ability to stand for extended periods and lift up to 30 lbs (where applicable)
- Reliable transportation (depending on market/program)
- Food Safety/Smart Serving certifications (required for food/alcohol programs)
- Ability to stand for extended periods
- Availability on evenings and weekends

Why Work with Us?

- Flexible schedules
- Exciting brands and programs
- Competitive hourly rates
- Gain experience in experiential marketing
- Supportive and professional field team

To Apply: [XMC Application Form](#)

Stay up to date on job opportunities with  Instagram: [@xmcmarketing](#)

Please Note: This opportunity is program-based and does not guarantee consistent hours. We offer a flexible schedule, which allows you to accept or decline activation opportunities without being penalized.

At XMC, we strive to offer our **Brand Ambassadors** consistent opportunities; however, we are subject to specific client and program needs. For example, if you reside in a remote market, the number of activation opportunities available will subsequently reflect this.

We thank all those who submit applications; however, only those candidates selected for an interview will be contacted. XMC is proud to be an Equal Opportunity Employer (EOE). XMC is committed to providing an accessible recruitment process. Accommodations are available upon request for candidates taking part in all aspects of the selection process.



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