



XMC Internship Job Description

Job Title	In-Field Coordinator
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:

- BMO
- Live Nation
- Jamieson Wellness Inc.
- Sirius XM
- NFL Canada

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



49 Bathurst Street | Suite 101 | Toronto ON M5V 2P2

www.xmc.ca



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 valued, XMC delivers client success by taking ownership, inspiring confidence, and exceeding expectations.

Your Role

As an In-Field Coordinator, you will play a key role in delivering successful client activations. You will support client planning, inventory management, project tracking, and on-site execution, including event set-up and tear-down. While on-site, you will ensure clear and consistent communication with internal teams, external partners, and vendors to support seamless event execution. You will also be responsible for guiding and leading a team of brand ambassadors during live activations to convey accurate brand messaging.

As summer is the busiest period in the experiential marketing industry, this role requires a high level of flexibility and adaptability. You will be expected to travel to other cities within Ontario and, at times, out of province. Weekend work is mandatory during peak periods; however, lieu days will be provided, allowing you to take time off during the week to compensate for weekends worked, with manager approval. The summer season is fast-paced and dynamic, requiring the ability to learn quickly, manage multiple priorities, and thrive in an environment where things move rapidly. A successful In-Field Coordinator brings a strong understanding of sports and entertainment marketing, experiential marketing, and brand marketing. This role offers valuable project management experience, hands-on exposure, and the opportunity to learn a great deal in a limited period.

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

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

- 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 **Cristina Diamantouros**: cristina@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.

