



Team Leads

Company: XMC Sponsorship & Experiential Marketing Agency

Job Title: Team Lead

Team: Staffing Solutions

Type: Casual / Event Based

Compensation Range: \$25.00 – \$28.00/hour

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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:

Team Leads are senior representatives of our clients' brands and play a key role in delivering high-quality executions in the field. In addition to representing the brand on-site, Team Leads support the success of the activation by leading Brand Ambassadors, ensuring program standards are met, and acting as the main on-site point of contact.

An effective Team Lead is confident, organized, and proactive. You lead by example, maintain a calm and professional presence, and ensure both the team and the consumer experience reflect positively on the brand.

This role is ideal for someone who enjoys leadership, takes ownership of results, and takes pride in delivering strong, consistent execution.

Key Responsibilities:

- Represent client brands in a professional and engaging manner
- Lead, motivate, and support Brand Ambassadors on-site
- Coach Brand Ambassadors to improve performance and engagement
- Conduct on-site training and ensure staff understand program expectations
- Ensure all staff arrive on time, in dress code, and fully prepared
- Act as the main on-site contact for Field Managers and clients (when applicable)
- Oversee setup and teardown of activation space, ensuring standards are met
- Ensure all program guidelines, brand standards, and safety protocols are followed
- Support execution of demos, sampling, lead capture, giveaways, and experiential activities



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- Troubleshoot on-site issues and escalate as needed
- Complete and submit accurate post-event reports, photos, and team feedback
- Communicate clearly and professionally with internal teams

Ideal Candidate:

- Confident, approachable, and comfortable leading others
- Strong communication and interpersonal skills
- Highly reliable, punctual, and professional
- Organized with strong attention to detail
- Able to problem-solve and adapt in fast-paced environments
- Comfortable managing multiple responsibilities on-site
- Customer-service focused with a positive, solutions-oriented attitude

Education and Experience:

- Experience in experiential marketing, event operations, and customer service
- 1–2 years' experience in a leadership or team management role (managing 5+ employees)
- Business or Marketing diploma/degree considered an asset

Requirements:

- Must be legally eligible to work in Canada
- Full G license with clean driver's abstract (access to a vehicle considered an asset)
- Access to a cell phone and computer with data/Wi-Fi capabilities required
- Ability to stand for extended periods and lift up to 50 lbs (where applicable)
- 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
- Work on exciting brands and programs
- Competitive hourly rates
- Gain experience in experiential marketing
- Supportive and professional field team

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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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