



**Job Title:** Campus Ambassador

**Company:** XMC Sponsorship & Experiential Marketing

**Type:** Part-time – Programs running during Fall and Winter semesters

**Selected Post-Secondary Schools:** University of Guelph, University of Ottawa, Western University, Queen's University, Wilfrid Laurier University (must be enrolled at main campus to be eligible)

### **About the Role:**

XMC is building an exclusive roster of Campus Ambassadors to represent a top-tier alcohol brand. We're looking for engaging, socially connected students who are eager to gain hands-on marketing and event experience—while leveraging their personal networks to make a real impact on campus culture. Whether you're planning and executing high-energy activations, collaborating with local brand partners, or creating content that gets people talking, you'll play a key role in building buzz, community, and brand love where it matters most.

### **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**

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

### **The Ideal 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, not just dominant in one
- A natural storyteller with high engagement on social platforms



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- Energized by meeting new people and building genuine relationships

**Event Instigator with Brand Passion**

- Passionate about beer and seltzer—you speak about the brand with authenticity and excitement
- Comfortable taking the lead on events and activations that get people talking
- Known for your 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 in 2<sup>nd</sup> year+
- Must be 19+ with valid Smart Serve Certification
- Prior experience in event management, sales and previously held a campus ambassador role preferred
- Willing to commit to the role for 2–3 years
- Social media presence of 1,000+ IG followers (with 74%+ over age 19)
- Access to a vehicle is a bonus
- Must pass a background and vulnerable sector check

**Compensation:**

**Salary:** Monthly stipend during semester months and additional earning opportunities

**Product & Merchandise:** Monthly product allocation, priority access to limited-edition branded campus merch, custom swag

**Exclusive Experiences:** Access to brand specific sponsored concerts/events, industry networking 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!

Complete our application to be considered – [Campus Ambassador Application](#)



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