



**Job Title:** Coors Campus Ambassador

**Company:** XMC Sponsorship & Experiential Marketing

**Type:** Part-time during Fall and Winter semesters

**Locations:** Guelph, Kingston, London, Ottawa, Waterloo [attending university in one of these cities]

**About the Role:**

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

The Coors Campus Program will embed the Coors family of brands into university student life at 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 Coors Campus Ambassadors will bring the Coors family of brands to life on campus, in local hotspots, and at on-premise accounts, creating buzz with events, surprise-and-delight moments, and everyday brand integration. Coors Campus Ambassadors won't just represent the Coors family of 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**

- Forge partnerships with key university student organizations and clubs
- Develop connections with campus-adjacent bars and 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 platforms



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#### **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 Coors 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
- Energized by meeting new people and building genuine relationships

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

- Passionate about beer and seltzer—you speak about the Coors family 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> or 3<sup>rd</sup> year
- Ability to commit to the role for multiple years, if eligible
- Must be legal drinking age (19+) and enjoys responsibly!
- Valid Smart Serve Certification
- Prior experience in event management, sales and previously held a campus ambassador role preferred
- 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



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**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

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



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