

CRUEL SEPTEMBER 2024

CAMPUS LEAD
JOB POSTING

FIRST WORDS

CRUEL is an independent creative agency based in Toronto, established in 2013, exploring contemporary themes through art, marketing, and culture.

We create concepts for Branding, Content, and Experiential marketing, while unlocking Partnerships from within our community. We find deeper meaning emphasizing the power of human connection, and in doing so, embed brands in conversations; whether digital or in-real-life, launching a new product, or creating an immersive brand experience. Through a unique combination of skills, we bring said concepts to life, across different platforms and mediums, while also injecting diverse social and cultural values into our worklife.

You can find out more about CRUEL at www.cruel.co.

JOB DESCRIPTION

Join our team as a Campus Lead for Polar Ice Vodka, where you'll be part of an exciting and dynamic Brand Ambassador program. Our Campus Leads help bridge the gap between our Brand Ambassadors and CRUEL. Leading our Brand Ambassador teams, our Campus Leads are responsible for managing team members and ensuring that marketing objectives are met. The role is on-premise, and will combine elements of promotional work, supervision of staff, and working with CRUEL's coordinators & management team.

As a Campus Lead, you will represent Polar Ice Vodka on your campus, driving brand awareness, product understanding, and excitement among university students. Your role will involve promoting the brand through direct interaction with consumers, event participation, and strategic social media engagement. The Polar Ice Vodka Campus Lead program runs from September to May, encompassing key events such as Homecoming, Halloween, Frost Week, and various Spring celebrations such as St. Patrick's Day.

RESPONSIBILITIES

- Embody the Polar Ice Vodka brand values and personality traits, representing the brand in a premium and responsible manner during every consumer interaction

- Develop and execute a tailored campus plan that engages students and brings the brand to life
- Increase brand awareness and encourage positive trial experiences by delivering Polar Ice Vodka to consumers at strategic student houses
- Drive brand engagement through authentic and creative content on your social media channels, showcasing your experiences with Polar Ice Vodka (minimum of 6 story posts per week)
- Represent Polar Ice Vodka at key events such as Homecoming, Halloween, Frost Week, and Spring Events, ensuring a memorable and responsible brand experience for consumers

LEADERSHIP & TEAM MANAGEMENT

- Recruit and manage a team of Brand Ambassadors who will work alongside you to promote Polar Ice Vodka during key events and campaign initiatives
- Provide leadership and motivation to your team, ensuring they embody the brand's values, executing their roles effectively
- Coordinate Brand Ambassador activities and events, ensuring seamless execution and impactful brand representation on campus
- Communicate and report all information and feedback from events to CRUEL's Coordinator

DISTRIBUTION SUPPORT

- Have access to a vehicle to be able to pick up and distribute product from the liquor store
- Assist in identifying new distribution opportunities within your campus and surrounding areas
- Support the perfect execution of brand standards in all activities and events

REQUIREMENTS

- Excellent communication skills with a charismatic, energetic, and outgoing personality
- Immersed in student life with a deep understanding of campus culture, key events, and local hotspots
- Experienced leader in recruiting and managing teams
- Highly approachable, social, and able to connect with diverse groups of people

- Able to balance part-time work with studies, including availability for evenings and weekends
- Currently enrolled at Western, Queens, Laurier, or UBC
- A valid driver's license and has access to a vehicle
- A valid liquor serving license (i.e. Smart Serve; Serving it Right, etc) will be required

If you're ready to take on this exciting challenge and be the face of Polar Ice Vodka on your campus, apply now to join our team!

START DATE: SEPTEMBER 20TH

COMPENSATION: \$250/ WEEK