



Job Description: Brand Ambassador

Leave The Pack Behind (LTPB) is looking for a diverse group of students to act as Brand Ambassadors for the 2017-18 school year. Under the supervision of the Campus Program Coordinator (CPC), the Brand Ambassador (BA) creates fun and appealing messages and materials for LTPB's social marketing campaigns. The BA also hosts booths and other outreach activities to ensure that LTPB maintains a dynamic presence on campus throughout the academic year.

The ideal BA candidate will meet the following qualifications:

- Enrolled in undergraduate studies for 2017-18 (2nd year + student preferred)
- Excellent communication and interpersonal skills
- Excellent time management skills
- A highly-motivated self-starter with great problem solving skills
- The ability to engage with students on campus
- A strong team player. You're a strong communicator, love to collaborate, and work well with others
- Social butterfly. You love meeting new people, stepping outside your comfort zone, and expanding your network
- Approachable and comfortable interacting with students
- Comfortable providing one-on-one support to smokers
- Creative
- Experience with tobacco
- Sensitivity to, and knowledge of tobacco use by priority groups, including Indigenous, LGTBQ and francophone

DETAILED JOB DUTIES

These are the duties that the BA will perform. You will be a good fit for this role if you are skilled at completing these tasks:

1. Enthusiastic Promotion of LTPB Programs and Services

- Attend weekly team meetings
- Building brand awareness by creating fun and appealing materials (e.g., display boards, advertisements, etc)
- Develop and maintain relationships with smokers
- Ability to initiate and maintain an upbeat and fun environment on a consistent basis
- Disseminate a wide range of print and electronic resources and promotions on campus
- Host display tables, conduct 'walk-about', class presentations, and residence presentations
- Represent Leave the Pack Behind and attend social venues and activities happening on campus
- Engage students in conversations about tobacco use and provide one-on-one support to students who are quitting smoking

2. Collection of Data

- Assist in the evaluation of the social marketing campaign (e.g. fill in tracking forms, count inventory, administer surveys, perform intercept interviews)

This is a perfect part-time position for students who want to make a difference on campus! If you meet the above qualifications, we invite you to apply to be a Brand Ambassador for Leave the Pack Behind.

Leave The Pack Behind is an equal opportunity employer and does not discriminate against applicants or employees on the basis of race, color, religion, national origin, sex, age, citizenship status, disability status, or any other basis prohibited by applicable law.

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