



NXT Brand Ambassador

- CMA NXT -



Brand Managing. Storytelling. Influencer Marketing. Content Creation.

How do you land your first role in marketing without any experience?

The CMA (Canadian Marketing Association), with the support of founding lead sponsor, RBC, are excited to bring CMA NXT to students across Canada. CMA NXT will take participants through four different modules: Roles in Marketing, Marketing Yourself, Future of the Marketing Industry, and the Experience Hub. The program will connect industry professionals and thought leaders to participants looking for insights and a better understanding of the marketing industry. The program will allow students to take the steps they need to learn about the industry and develop the skills needed to stand out and break into the industry.

As a student, recent grad, or someone just looking for that extra edge, we want to give you the opportunity to put your leadership skills to the test. Beyond that we want to give you an opportunity to add a valuable experience to your resume to help you when you start your career in marketing.

If you are an eager student involved in activities on campus and are looking for an opportunity to be involved in a project that will not only benefit you, but also your peers, we encourage you to apply for this opportunity.

We are looking for driven, creative, self-starters with a passion for marketing and storytelling, to fill several NXT Brand Ambassador positions on campus.

As a NXT Brand Ambassador, you will have the opportunity to develop and use your leadership skills, marketing abilities and unlock growth potential. This is an opportunity for you to take charge of your career trajectory and own your moment by helping students attain access to resources that will help them on their own journeys into the industry.

As a NXT Ambassador, you will:

- Promote CMA NXT on campus
- Leverage your existing connections and networking skills to create awareness online, within clubs and other student organizations on your campus
- Organize presentations to inform students about the benefits of CMA NXT and the resources that are available to them through the program
- Utilize your social media networks to engage with students and/or individuals with a passion for marketing
- Report on student activity and interest on campus

Perks of being a NXT Ambassador:

- A supportive community to build your network and expand your resume
- Professional experience working with the CMA
- Leadership skill development and access to exclusive CMA events
- An opportunity to enhance your strategic planning, project management, and promotional abilities
- An opportunity to create content for the CMA NXT social pages
- Exclusive access to CMA NXT events curated for Brand Ambassadors
- Reference letter from President of CMA
- Quarterly prizes for the top 3 most influential Brand Ambassadors, and featured in our email blasts to the NXT Community

Ideal Candidates are:

- Networkers who are involved and connected on campus
- Interested in social media and leveraging their network
- Self-starters who can manage their time effectively
- Passionate about marketing and helping others achieve their career goals
- Enrolled in a post-secondary program (preferably marketing)
- Excellent communication skills
- Strong interpersonal skills
- Available 2 hours a week

HOW TO APPLY?

If this sounds like a great fit, we'd like to hear from you. Express your interest by filling out the form [on this page](#).

Once we receive your request, we will send you more details on how to apply and what to include in your application.