



STEAM WHISTLE

About

Steam Whistle, known as Canada's Premium Beer, brews using only four natural ingredients with no additives or preservatives. With its award-winning beers, distinctive packaging and celebrated culture, Steam Whistle has become a brand well-loved by Canadians, coast to coast.

JOIN OUR TEAM!

Responsibilities

Represent the Steam Whistle Pilsner as a Campus Ambassador

- Promote brand by expressing the "Do One Thing" values of the Steam Whistle brand
 - Become synonymous with Steam Whistle on campus, representing the values of a Good Beer Folk and striving to make positive brand impressions

Product Sampling and Brand Activations

- Seek out influential student groups to organize/host Steam Whistle sponsored keg parties
- Identify and execute opportunities around campus
- Bring the brand to life on campus by executing activations and campaigns
- Experiment and report on innovation approaches or opportunities to attract new consumers to the brand

Social Media and Content Creation

- Using the social media guide as reference, develop weekly engaging social media content to generate localized brand awareness and following.
- Where appropriate, leverage personal social media accounts to promote Steam Whistle and encourage others to post and share as well.
- Attend campus events with branded material / product for the purpose of creating content.

Who were looking for

- Outgoing, positive, approachable, creative, and entrepreneurial in spirit
- Excellent communication and reporting skills
- Strong sense of responsibility and social awareness
- Reliable and accountable for proper execution of activations
- Involvement in student activities and clubs with a connection to the region, local hotspots, and student life.
- Natural connector and influencer with an established network
- Intuitive understanding of engaging content with a creative eye for photography
- Engaged personal social following is considered a plus
- Enrolled at assigned university or college in a related program (business, marketing, management, etc.)
- Must be legal drinking age