Organization: The Coca-Cola Company

Job Title: Coca-Cola Campus Ambassador

Dates of Employment: 2022-2023 School Year

The Coca-Cola Company Overview:
It's an exciting time to represent The Coca-Cola Company. We're accelerating our momentum as the fastest-growing large consumer goods company in North America by putting people at the heart of our business and everything we do – whether we're innovating to give consumers the drinks and packaging they want or building our ecommerce capabilities. People are our focus when we're collaborating with our diverse network of locally connected bottling partners and when we're returning every drop of water we use to communities and nature. And people – with the different backgrounds, skills, and perspectives they bring to our workplace – are helping transform our business, one big idea at a time.

Job Description:
As a Coca-Cola Campus Ambassador, you will be the face of Coca-Cola on your campus. Your role is to share Coca-Cola's brands, products, and the good the company does with your campus, your community, and our world.

What are the objectives of the Coca-Cola Campus Ambassador?

1) Drive awareness and trial of Coca-Cola beverages by supporting student marketing initiatives and activations
2) Build relationships with key campus leadership across student life, dining, sustainability, and athletics
3) Provide real time feedback, insights, and trends on your campus

Students can expect to earn up to $2,000 per school year and work a flexible schedule of approximately 20 hours per month. This yearlong program will require a complementary mix of marketing, public speaking, relationship building, and social media skills in order to excel.

Responsibilities:
Responsibilities include but are not limited to:

- Executing 5-7 sampling events on your campus per semester
- Promote Coca-Cola on your personal social media to increase awareness and drive trial
- Attending regular meetings with your local bottler, fellow ambassadors, and the College & University team at Coca-Cola North America
- Promoting and practicing sustainable actions and sharing Coca-Cola's vision for a World Without Waste
- Build relationships with key stakeholders on your campus and identify ways to improve Coca-Cola's presence on your campus

Qualifications:

- Must be enrolled in college; underclassmen are preferred so you can be part of the program for multiple years
- Open to all majors, but must have an interest in marketing
- Experience in event or social media marketing preferred
- Must be extremely organized, detail-oriented, and a self-starter
- Strong communication skills required

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

In Partnership with

yah.

CAMPUS COMMANDOS