



## Brand Ambassador

### POSITION DESCRIPTION

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#### OUR VISION

*We are united through a shared purpose and belief that the power of sports brings our communities together, helping to make them better and stronger.*

#### INTRODUCTION

Based in Halifax and fiercely proud of our East Coast roots, Sports & Entertainment Atlantic (S|E|A) is Atlantic Canada's leading multi-dimensional event production and sponsorship management enterprise - featuring a diverse and dynamic roster of clients and partners.

As we continue to meet the expectations of our portfolio of services for partners and clients, we are excited to be launching a new business unit, aligned with the S|E|A brand. Beginning with the YQM Country Festival in Dieppe, NB (August 24-26), S|E|A is recruiting dynamic and motivated individuals to assume Brand Ambassador roles for the newly created Brand Ambassadors division.

#### THE POSITION

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- The Brand Ambassadors will be forward-facing members of the Brand Ambassador team.
- You are an excellent communicator, able to start conversations with potential customers, and strangers, and have a passion for the events industry.
- Flexible work hours on evenings/weekends are required, as well as travel.
- You will work in collaboration with the rest of the S|E|A Brand Ambassador team, supporting each other and developing a positive work environment.
- This position presents an exciting opportunity to enter the world of live events, develop relationships with key organizations in the entertainment and online gaming industries, and gain experience at one of the largest music festivals in Atlantic Canada.
- You will have the chance to develop skills and abilities in customer service and relations, event activations, face-to-face sales, and hospitality.

## **THE LAUNCH CLIENT**

Founded in 2020, **BET99** has rapidly grown to become Canada's premium sportsbook and casino.



- The **BET99** sportsbook - vast selection of sports to bet on with livestreaming capabilities,
- The **BET99** casino - over 3000 casino and slots games
- **BET99** customer service - 24-hour live support available in both French and English.
- S|E|A and BET99 have engaged on a partnership for the YQM Music Festival. S|E|A will oversee the management and staffing of an on-site activation at the event grounds.

## **KEY ROLES + RESPONSIBILITIES INCLUDE:**

These selected candidates will be responsible for providing an energetic, exciting environment and interacting with festivals attendees. They will report directly to S|E|A's Street Team Coordinator and work collaboratively with the rest of the Brand Ambassador team.

- Understand the BET99 programs, offerings, and are able to share details clearly with event attendees, acting as a subject matter expert.
- Create positive customer experiences and drive users to the BET99 platform.
- Develop trusting relationships with event attendees through an outgoing personality and charismatic, kind behaviour.
- Assist in set up/tear down of the BET99 signage, activation materials, and other equipment.
- Maintain high-energy and vigour at the activation throughout an 8-hour shift.
- Share customer and sales team feedback with S|E|A and BET99 management teams.
- Represent S|E|A and BET99 with professionalism, class, and a positive attitude.

## **OTHER**

- Successful candidates are available all day from August 24-26.
- Successful candidates will report directly to S|E|A's Street Team Coordinator.
- Proficiency in English and French is an asset (not required)
- Previous knowledge/experience with events, on-site activations, hospitality, and sports betting is an asset, but not required.
- S|E|A will strive to employ a diverse, inclusive team that represents different genders, cultures, and nationalities.

## **COMPENSATION**

- Brand Ambassadors will be paid \$15 per hour for time-on-the-job

For more information on the position, please reach out to [careers@seatlantic.ca](mailto:careers@seatlantic.ca)

