



Coffee-mate Marketing Rep Position Now Available

Are you connected around campus? Are you a Marketing student? Are you an avid coffee drinker?

If you're energetic, creative and looking for the chance to gain actual marketing experience by networking on campus and working with your friends, then continue reading and let us know if you're up for this dynamic opportunity.

We are now accepting resumes for Coffee-mate's Campus Marketing Rep program. As a Marketing Rep, you will execute grassroots marketing initiatives on campus and online throughout the semester to generate excitement for and awareness of Coffee-mate products. From Open Mic Nights and mixers to study groups and residence hall floor meetings, you will gain valuable marketing and promotional experience through planning and executing Coffee-mate sponsored events all over campus. We are looking for well-connected, enthusiastic, passionate, hard working, and responsible individuals to become part of our team. If you love coffee and are willing to "Add Your Flavor" to the Coffee-mate Campus Marketing Rep program, this is an opportunity for you.

Responsibilities

- Plan and execute Coffee-mate sponsored events on campus
- Engage students in product sampling
- Use social networks to reach out to peers and promote initiatives
- Contact influential organizations on campus (radio, newspaper, Greek Life) to help promote products and events
- Become product masterminds for product and service feedback
- Complete all consumer/product reporting on time, including sending photos of events
- Attend training session, whether over the phone or in person
- Participate in weekly status calls with your AMP Agency team

Qualifications

- Must be a college student through Spring 2010 and live on or near your campus
- Must be able to commit to 10-15 hours/week throughout Spring 2010
- Interest/background in coffee
- Strong written and oral communication skills required
- Strong, dedicated work ethic
- Previous Marketing & Promotions experience a plus (but not mandatory)

This marketing initiative is part of an exciting, 15-campus marketing program to promote the Coffee-mate brand and its flavored coffee creamer products and is a great semester-long opportunity to **make some extra cash** and **build up your resume!**

All qualified candidates should submit their resume *Attn: Coffee-mate Applications* to tbenson@alloy.com and smurphy@ampagency.com on or before Monday, February 1, 2010.

** Do not submit your resumes to www.coffee-mate.com.