

CAMs WANTED

CML is hiring for Campus Account Managers!



What is CML? Where the 'Future of Marketing' meets the 'Future of Marketing'.

CML is **Canada's most influential marketing case competition** for undergraduate and MBA students. Founded in 2007, CML was built from the strengths and history of Canada's Next Top Ad Exec and is a platform unlike any other that offers students a pathway to a successful career in Marketing. It goes beyond the classroom and creates opportunities for learning and critical experiences that are foundational for success in any field. From kickstarting 100+ careers to \$570,000 awarded in prizes, CML has brought together students, industry professionals, organizations and academia to collectively inspire the future of marketing.

CAM OVERVIEW

- Represent your university on a national scale
- Connect with industry professionals
- Recruit students and you could WIN \$\$\$



Who is a Campus Account Manager?

A **Campus Account Manager (CAM)** is an advocate and liaison for CML on each university campus. CAMs are responsible for creating brand awareness and excitement for CML on their campus and recruiting the best marketing talent there is, to represent their university at the national level. Campus Account Managers act as "business managers" who actively engage with and educate students about CML, the value of experiential learning, and the power of connecting with industry.

Campus Account Managers are eligible to compete in CML as participants too!



CAM Responsibilities:

- Leading a marketing and recruitment strategy at each campus with an allocated budget.
- Collaborating with student associations, faculty and career centres.
- Actively seeking and recruiting marketing potential and brilliance by running class talks, setting up pop up promo booths and organizing growth workshops.
- Act as a liaison between the CML Executive Team and your campus for all activities and events
- Work within a national team of CAMs to deliver on participation targets

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Why should you be a CAM?

- Autonomy to execute a **marketing and recruitment strategy** on your campus
- **Exclusive networking and learning opportunities** offered by industry professionals, including mentoring workshops and 1:1 coffee chats.
- Resumes shared with our learning partners
- Join a **Canada-wide network** of passionate marketing students
- Open doors to your future career and be eligible to compete for **\$\$\$ in prizes for top performers!**



Do you have what it takes?

- You are a full-time student in a Canadian University studying business, commerce, or another related field and are interested in **marketing, strategy, project management, recruitment and/or leadership**.
- You love to **engage with others** in your program and university, **seek to connect** with students, faculty, career centers, and student organizations to **influence positive change**.
- You are never short on effort, have great attention to detail, and are **dedicated to the values of CML**.
- You are **passionate**, lead with a positive aura and are committed to helping your university shine students on a national stage.

**READY FOR YOUR
NEXT CHALLENGE?**

Application Form:

<https://forms.office.com/r/kL1fWc5POQ>

Have questions? Email us at cml@mcmaster.ca



**CANADIAN
MARKETING
LEAGUE**

Winners Wanted.