



Program Coordinator, Campus Ambassador Program

Do you have experience managing programs? Are you energetic, outgoing and love to meet people? Are you able to engage an audience to promote, educate and support programs? If you answered yes to all of these, then please read on!

Reporting to the Program Manager, we're looking for a Program Coordinator, to plan, manage and execute our Campus Ambassador Program (CAP), including oversight of our Campus Ambassador (CA) Managers, who work directly with our student CAs at partner institutions.

Our CA program is a program which recruits student volunteers in a role that offers students meaningful business and community experience as they prepare for transition into the workforce. The program will allow students to create and implement ongoing student activities while participating in a cross-cultural experience. This volunteer opportunity is open to both domestic and international students, as well as full, part-time and graduate students.

guard.me International Insurance recognizes people as our most valuable asset. We look for individuals who like working with and helping people and who are interested in long-term career growth within an established, successful company. The work environment is fast-paced and high-energy. You'll get a chance to communicate with others, as everyone's input is valued. The culture is truly collaborative. You'll be working with an established award-winning team with an impressive track record.

If we still have your attention, please read through the responsibilities and qualifications and if you think you're a good fit, we'd love to review your resume!

Responsibilities

- Maintain and innovate the strategy for the Campus Ambassador Program at partner institutions across Canada
- In collaboration with the leadership team, develop and innovate the direction of CAP by aligning with the culture and general strategy
- Create and manage long-term engagement tools for CAP
- Create and manage communication channels between Campus Ambassadors (CAs), CA Managers and the Leadership Team to ensure that the CAs are engaged with **guard.me**
- Planning of Annual Leadership Workshop for Campus Ambassadors including:
 - Setting a theme and learning outcomes
 - Booking of venue, photography and speakers for the weekend
 - Arrange transportation to and from venue
 - Manage on site duties
 - Delegate tasks to Campus Ambassador Managers
- Providing Exec leadership team with:
 - A Program Summary on a bi-annual basis
 - Program Metrics Reporting such as recruiting activity, Campus Ambassador performance, marketing collateral & budget management
 - Analysis, identification, evaluation and solutions for challenges and program improvement
 - Detailed feedback on student and institutional interaction
- Responsible for managing Campus Ambassador Managers
 - Quality Assurance (visiting campuses to speak with the students (CAs) + Admin)
 - Performance Reviews + Performance Management & Monitoring and Follow Up
 - Weekly touch base including summary of accounts, weekly reporting (for new hires)



- Marketing directions/communications for CA teams to execute (i.e. mobileDOCTOR events)
- Create and manage universal marketing calendar for engagement (2 times year – September and January) for events and activities for schools
- Provide ongoing support for the **guard.me** and our **keep.me SAFE** programs
- Ensure Account Managers, College & University Staff and Campus Ambassadors are supported by the CA Manager team
- Travel across Canada for quality control analysis, liaising with school contacts
- Other duties as assigned

Qualifications:

- Minimum of 5 years' Program Management experience in Marketing, Program or Project Management, Coaching/Mentorship or Leadership role in a student organization coupled with a Bachelors' degree in Marketing or Project Management, or equivalent combination of education and experience
- Proven experience with development and executing program/project management activities
- Excellent working knowledge of the International Education field and/or Mental Health initiatives in a campus environment
- Strong leadership and interpersonal skills with excellent verbal and written communication skills to:
 - Build and maintain relationships with students and staff
 - Deliver presentations & develop reporting materials for audiences at various levels
- Self-motivated, strategic thinker with an entrepreneurial spirit and ability to work independently
- Ability to work in a fast-paced environment and maintain flexible hours (evenings & weekends) to support Account Managers, College & University Staff and Campus Ambassadors
- Solid teaming skills to work collaboratively in a positive, energetic and outgoing manner
- Comfortable adapting to new situations with the ability to perform well and problem solve in dynamic situations
- A strong attention to detail with the ability to multi-task
- Tech-savvy with experience using Microsoft Office (Word/Excel/Outlook - Intermediate, PowerPoint – Advanced) as well as Social Media
- Additional language capabilities and experience studying or working in another country is an asset

Disclaimer: Please note that this document is intended to provide an overview of job accountabilities and does not necessarily list all tasks related to the job.

How to Apply:

Please e-mail your cover letter and resume to hr@guard.me (sub: "Contact Centre, Operations Manager"), with details of relevant work experience and why you feel you are a good candidate for this position. We thank all candidates, but only those selected for an interview will be contacted.

We are not accepting calls from Recruiters at this time.

guard.me is an equal opportunity employer and encourages applications from all qualified individuals. Accommodation will be provided to requesting candidates during the recruitment process. We thank all applicants for showing an interest in this position. Only those selected for an interview will be contacted.

About Us

guard.me International Insurance is the premier provider of quality healthcare insurance to the International Education and Travel Market. We provide comprehensive health insurance products for international students who are studying in Canada and for international students who are studying outside of Canada, as well as teachers and participants in



exchange, co-op and work abroad programs. Since 1994, we have continually worked to exceed the expectations of our clients by offering superior service, comprehensive policy benefits and fast efficient claims processing that continue to surpass industry standards.

keep.meSAFE is the industry's first and only digital mental health support program for international students. The platform offers students immediate and confidential access to culturally relevant counselling in their native language, day or night. Students have the option of connecting with a professional counsellor via an app or by mobile phone, online chat, video, email or in person. Created specifically with international students in mind, **keep.meSAFE** is designed to complement existing on-campus counselling services and is fully customized to each school.