



Student Brand Ambassador

Campus Outreach & Community Growth

Fall 2026 • Part-Time / Flexible • Your Campus

ABOUT WEWA.LIFE & MIMI

WeWa.Life is an education technology company on a mission to transform how college students navigate academic life, wellness, and personal growth. Our flagship product, Mimi, is an agentic Student Life Navigator that combines academic planning, wellness coaching, and personal mentorship into a single AI-powered digital companion — available 24/7 and integrated directly into campus LMS platforms like Canvas.

With 1 in 4 freshmen dropping out before their sophomore year and only 35% of students with mental health needs receiving support, the gap in student wellness and retention is both urgent and addressable. Mimi exists to close that gap.



Company	WeWa.Life, Inc. — developer of Mimi, the Agentic Student Life Navigator
Position	Student Brand Ambassador
Reports To	TBA, Head of Partnerships & Business Development
Start Date	Fall Semester 2026 (August / September 2026)
Commitment	8–12 hours per month, flexible around your class schedule
Compensation	Stipend + performance incentives + exclusive early-access to Mimi platform features
Location	Your home campus — remote coordination with WeWa.Life HQ

THE ROLE

As a WeWa.Life Student Brand Ambassador, you will be the face of Mimi on your campus. Working directly with Poonam Kahlon, Head of Partnerships & Business Development, you will design and execute outreach campaigns that introduce fellow students to Mimi's wellness and academic support features — building community, driving platform sign-ups, and creating authentic peer-to-peer connections that no advertising campaign can replicate.

This is a hands-on, entrepreneurial role that rewards initiative, creativity, and genuine care for your fellow students' success.

WHAT YOU WILL DO

1 Campus Events & Pop-Ups

University Campus Events — Orientations, Wellness Weeks & Resource Fairs

- Host pop-up activations during orientation, wellness week, and campus resource fairs
- Run 5-minute live demo sessions with Mimi, including interactive mindfulness and study-planning walkthroughs
- Distribute QR-coded flyers, table tents, and branded materials linking directly to the Mimi app
- Target high-need moments: move-in week, mid-term season, and finals prep

Target: 500 sign-ups per event • 5 campuses in the first semester

2 Student Organizations & Clubs

Student Organizations & Clubs — Mental Health, Multicultural & Peer Groups

- Partner with campus mental health clubs, multicultural organizations, and parenting student associations to promote Mimi
- Design ambassador-led campaigns tailored to each organization's community and communication style
- Facilitate free trial access for club members and peer-led Mimi demo sessions at club meetings
- Sponsor or co-host club events, co-creating programming that genuinely serves members' needs

Target: 10% conversion of club members • approx. 200 users per 2,000-member club

3 Community Wellness Fairs

Community Wellness Fairs — On-Campus & Local Health Events

- Staff a Mimi booth with a “Reflect with Mimi” tablet demo station offering an instant, personalized wellness check-in
- Distribute branded swag (journals, stickers, tote bags) that reinforce Mimi’s message of authentic self-care
- Collect email sign-ups through the demo station, converting fair visitors into active platform users
- Engage with campus wellness coordinators and health center staff to build institutional relationships

Target: 1,000 email sign-ups across 5 fairs • 20% conversion to active users

4 Digital & Social Amplification

Digital & Social Media — Extending Campus Reach Online

- Create and share authentic, platform-appropriate content on Instagram, TikTok, and LinkedIn about your ambassador experience
- Post event recaps, student stories, and Mimi tips using WeWa.Life branded content guidelines
- Engage campus-specific online communities (Discord servers, Facebook groups, Reddit threads) with helpful Mimi-related content
- Track link clicks, QR code scans, and social impressions using provided analytics tools

Target: Minimum 2 posts per campaign event • Monthly digital report to partnerships team

WHAT WE ARE LOOKING FOR

Required

- Currently enrolled at an accredited college or university
- Genuinely passionate about student wellness and mental health destigmatization
- Strong communicator — comfortable speaking in front of groups
- Self-starter with the ability to plan and execute events independently
- Active on at least one campus social platform or student organization
- Minimum 2.5 GPA (must remain in good academic standing)

Preferred

- Experience in peer mentoring, RA roles, campus leadership, or student government
- Background or coursework in psychology, counseling, social work, education, or business
- Existing relationships with campus organizations, counseling centers, or student services
- Content creation or social media management experience
- Bilingual or multilingual communication skills
- Interest in entrepreneurship, edtech, or healthtech as a career path

HOW SUCCESS IS MEASURED

WeWa.Life is purpose-built to address the specific challenges universities face right now. Here is how we fit into your institutional reality:

Metric	Semester 1 Target	How Tracked
App sign-ups generated	500+ total	QR code & referral link analytics
Campus events hosted	3–5 events	Event log submitted to partnerships team
Organization partnerships	2+ active partners	Partnership agreement on file
Wellness fair participation	1–2 fairs	Both log & sign-up sheet
Email sign-ups collected	200+	Submitted via WeWa.Life ambassador portal
Social content published	6+ posts	Content tagged @wewalife for tracking
Monthly debrief reports	4 reports	Submitted to Poonam Kahlon by month end

WHAT YOU GET

Compensation

- Monthly stipend paid upon completion of deliverables
- Performance bonuses for exceeding sign-up and engagement targets
- Full access to Mimi platform at no cost
- Branded ambassador kit (apparel, materials, swag)

Professional Development

- Direct mentorship from WeWa.Life leadership team
- Real-world experience in startup marketing and BD
- LinkedIn recommendation from Poonam Kahlon upon successful completion
- Pathway to paid internship or full-time role post-graduation

Impact & Community

- Be part of a mission-driven company tackling the student mental health crisis
- Build your own campus community and legacy around student wellness
- Early-stage startup equity consideration for high performers
- Network with edtech professionals, university administrators, and clinical advisors

HOW TO APPLY

Application Process

We are recruiting Student Brand Ambassadors for Fall Semester 2026 on a rolling basis. Early applications are encouraged — campus slots are limited.

1. Submit your resume and a brief (200–300 word) personal statement explaining: (a) why you care about student wellness, and (b) one idea for a Mimi outreach activity on your campus.
2. Applications reviewed within 5 business days. Qualified candidates will be invited to a 30-minute video call with Poonam Kahlon, Head of Partnerships & Business Development.
3. Selected ambassadors will complete a 2-hour virtual onboarding session before the semester begins.

Apply at: www.wewa.life/ambassador Questions: partnerships@wewa.life

Our Commitment to Ambassadors

WeWa.Life is committed to creating an ambassador experience that is as supportive as the platform we build. We believe the best advocates for student wellness are students who experience it themselves. We will never ask you to compromise your academics, your wellbeing, or your values for this role. Mimi is for you, too.

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