



JANUARY 28, 2025

WANTED: HALIFAX SALES REPRESENTATIVE

JOIN THE BRETON BREWING SALES TEAM!

Are you a passionate, results-driven individual with a knack for building relationships and driving sales? Do you have an interest in craft beer and a desire to help fuel the growth of one of Nova Scotia's most exciting breweries? If you're ready to be a key player in increasing revenue and expanding our market presence, we want to hear from you!

WHO WE'RE LOOKING FOR:

Breton Brewing is seeking an enthusiastic, outgoing, and motivated Sales Representative to join our team in Halifax. You will play a critical role in driving sales, establishing new partnerships, and ensuring our brand's continued success in both Halifax and Mainland Nova Scotia. If you thrive in a fast-paced, goal-oriented environment and are ready to contribute to a growing company, this role is for you!

KEY QUALIFICATIONS:

- 2 – 3 Years of Sales Experience
- Passion for Craft Beer and the beverage industry
- Strong Communication Skills and a natural ability to build relationships
- Proven Track Record of Meeting Sales Targets
- Food & Beverage Industry Experience (preferred but not required)
- Highly organized with excellent time management skills
- Comfortable working independently and as part of a team
- Proficient in Microsoft Office and/or Google Equivalent Software (Excel, docs, etc.)
- Availability to work some weekends and attend events, festivals, etc.
- Must have a reliable vehicle and ability to lift up to 60 lbs
- Valid Driving License and Clean Abstract
- Must be 19+ years of age

WHAT YOU'LL DO:

Collaborate Closely with the Director of Sales to develop and implement strategies to meet and exceed sales targets.

NSLC Territory Coverage – Build relationships with NSLC Managers & Product specialists. Execute NSLC Programming and ensure proper shelf management.

Collaborate Closely with the Director of Sales to develop and implement strategies to meet and exceed sales targets.

NSLC Territory Coverage – Build relationships with NSLC Managers & Product specialists. Execute NSLC Programming and ensure proper shelf management.

Account Territory Coverage – Drive revenue growth by building and maintaining relationships with current and potential accounts, ensuring consistent sales increases.

Use Data and Analytics to find gaps in market and set goals, and set efficient weekly route planning to optimize sales and distribution.

Execute Promotions & Sampling Events at key accounts (NSLC, taprooms, restaurants, etc.) to increase visibility and generate new business.

Organize and Lead Key Events such as beer festivals, tastings, and other promotional events, driving customer engagement and brand awareness.

Maximize Distribution by ensuring effective and thorough coverage of point-of-sale materials and merchandising across all accounts.

Provide Exceptional Customer Support to existing accounts, ensuring satisfaction and fostering repeat business.

WHAT'S IN IT FOR YOU?

- Opportunity to work with one of the fastest-growing craft breweries in Nova Scotia
- Competitive salary + performance-based incentives to reward your success
- Medical & Dental Benefits
- Healthy Living Stipend
- Comprehensive training
- Company vehicle
- Cell Phone
- Employee discounts
- Be a part of an innovative and dynamic team in a fun industry
- Potential for career growth and leadership opportunities
- Compensation \$52,000 to \$67,000 annually

READY TO JOIN THE TEAM?

If you're excited about growing sales, building relationships, and promoting Breton Brewing's exceptional craft beer, we'd love to hear from you! Please send your **resume and cover letter** detailing your sales experience and why you'd be a great fit for the role to:

careers@bretonbrewing.ca

Deadline to Apply: February 14th, 2025

Breton Brewing is an equal-opportunity employer, committed to diversity, innovation, and creating an inclusive environment where every team member is valued.