



Job Title: Brand Ambassador P.E.I. (Part-Time)

Company: Breton Brewing Co.

Location: Charlottetown P.E.I.

Deadline to Apply: April 3rd, 2026

Employment Dates: April– Ongoing (5-10 Hours per Week)

Wage: \$20 per hour

Overview

Are you a craft beer enthusiast who loves being part of a team? Do you want to gain hands-on experience in sales, marketing, and production while contributing to the growth of one of Atlantic Canada's fastest-growing breweries? If so, Breton Brewing Co. is looking for a dynamic **Brand Ambassador** to join our team!

We are **Breton Brewing**, a craft brewery proudly rooted in Sydney, Nova Scotia, on the stunning island of Cape Breton. At our core, we're dedicated to making a difference in our community while crafting exceptional, award-winning beer. We're known for consistency, drinkability, and variety—and we truly believe *Magic Happens on This Little Island*.

As a **Brand Ambassador**, in the **Charlottetown area**, your role will be promoting Breton Brewing's brand, including sampling our products at Liquor P.E.I. locations, working external events, and recording data for our market research program. If you're a reliable, outgoing, and hard-working individual with a passion for craft beer, we want to hear from you!

Key Responsibilities

As a **Brand Ambassador**, your duties will include:

Brand Promotion & Marketing

- **Sampling & Promotions:** Assist with beer tastings and samplings at Liquor P.E.I. locations, work events and beer festivals to promote Breton Brewing's products.
- **Occasional Event Assignments:** Assist with beer festivals, food pairings, and other promotional events throughout the Charlottetown area.
- **Customer Engagement:** Engage with customers in Liquor P.E.I. locations and at events, deliveries, providing a positive and informative experience.

Market Research:

- **Data Collection:** Collect qualitative and quantitative data during samplings and events, including what has been sampled, customer demographics, and more.
- **Data Entry:** Enter collected data into spreadsheets for analysis.
- **Data Analysis:** Perform simple statistical calculations and code qualitative data.

Qualifications & Skills

The ideal candidate will have a strong work ethic, excellent communication skills, and the ability to multitask in a fast-paced environment. Specific qualifications include:

- **Passion for Craft Beer:** Strong knowledge or interest in craft beer and brewing processes.
- **Strong Communication Skills:** Ability to engage with customers and represent the brand in a professional manner.
- **Attention to Detail:** Precision and reliability in recording market research data.
- **Reliability & Teamwork:** Strong work ethic and ability to work independently and as part of a team.
- **Organizational Skills:** Ability to multitask and stay organized in a busy environment.
- **Available Evenings and Weekends:** Most samplings will take place Friday and Saturday evenings, between 4PM and 8PM, with occasional samplings Thursday evenings and Sunday afternoons.
- **Driver's License & Vehicle:** Must have a valid driver's license and access to a vehicle for deliveries.
- **Responsible Beverage Service Program:** Must have an up to date Responsible Beverage Service Program.
- **Age Requirement:** Must be 19+ years of age.

Preferred Qualifications

- Previous experience in serving, customer service, or sales.
- Craft beer knowledge is a **strong asset**.

What We Offer

- **Creative and Fun Work Environment:** Be part of a passionate and growing local craft brewery.
- **Competitive Compensation:** Enjoy competitive wages and flexible working hours.
- **Employee Discounts:** Get discounts on all Breton Brewing products and merchandise.
- **Comprehensive Training:** Gain hands-on experience in marketing, sales, production, and delivery.
- **Opportunities for Growth:** Develop skills and knowledge in the craft beer industry.

How to Apply

If you're ready to join our team and help promote the Breton Brewing brand while gaining valuable production experience, please submit your **Resume** and **Cover Letter** to:

Email: careers@bretonbrewing.ca

In your cover letter, tell us why you're passionate about craft beer and how your skills align with the responsibilities of this position.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Breton Brewing Co. is an equal-opportunity employer committed to diversity and inclusion. We value the unique perspectives, experiences, and skills that each individual brings to our team and encourage all interested candidates to apply.