



**Job Title: Marketing & Content Coordinator**

**Company: Breton Brewing Co.**

**Location: Sydney, Nova Scotia, Canada**

**Application Deadline: April 20<sup>th</sup>, 2026**

Breton Brewing Co. is seeking a creative and driven **Marketing & Content Coordinator** to join our team. This role is ideal for someone who enjoys hands-on content creation and thrives in a fast-paced environment. We're looking for someone who is passionate about building an engaged community around a strong local brand and bringing ideas to life across multiple channels.

As part of the marketing department, this individual will support and execute marketing initiatives across the Breton Brewing Co. portfolio. This includes promoting our taproom experience, packaged products including Breton Brewing beer and Good News Spirits, as well as supporting marketing efforts for Breton Crafthouse. This role will work closely with internal teams across the business to understand upcoming priorities and ensure marketing efforts are aligned and well-supported.

Working closely with the Director of Marketing, this dynamic, hands-on role will contribute to both day-to-day marketing execution and larger campaigns. Responsibilities include developing engaging content, managing the overall content calendar across business units, supporting e-newsletter planning and execution, and assisting with website management, among other initiatives. This position will play a key role in shaping how customers experience Breton Brewing Co. both online and in person.

## **Key Responsibilities**

### Social Media & Content Creation

- Plan, create, and publish engaging content for multiple brands across social platforms (Instagram, Facebook, etc.)
- Produce high-quality content including:
  - Short-form video (Reels)
  - Photography
  - Graphics, posters, and promotional assets
- Own and manage the content calendar across all business units, ensuring alignment with marketing priorities, events, product launches, and seasonal initiatives
- Proactively capture and create content that reflects day-to-day operations, events, and key moments across the business
- Manage content scheduling and publishing

- Monitor performance and contribute ideas to improve engagement and reach
- Respond to messages, comments, and inquiries in a timely and professional manner
- Engage with followers and help foster a strong online community
- Maintain a consistent and authentic brand voice

### Marketing Support

- Assist with website updates and ongoing content management
- Manage the company's e-newsletter, including content creation and scheduling
- Support marketing campaigns, product launches, and seasonal promotions
- Collaborate with internal teams to identify and support marketing needs across the business
- Liaise with the marketing team and external partners on campaigns and creative projects
- Help track and report on campaign performance, engagement metrics, and overall marketing effectiveness
- Support internal communication by ensuring teams are informed of upcoming promotions, events, and marketing initiatives
- Assist in coordinating media opportunities, including local radio, TV, and print, as they arise
- Assist with day-to-day marketing needs as they arise

### Events & Brand Representation

- Attend events as needed (including evenings and weekends)
- Capture live content for social media and marketing use
- Support on-site marketing and promotions
- Support community engagement initiatives by coordinating with local organizations and partners to drive brand awareness and sales opportunities
- Represent Breton Brewing Co. in a professional, friendly, and brand-aligned manner

### **Qualifications**

- 1–3 years of experience in social media, marketing, or content creation (or relevant education)
- Strong skills in content creation (photo, video, and graphic design)
- Experience using tools such as Canva, Adobe Creative Suite, or similar
- Familiarity with Meta Business Suite or other scheduling platforms
- Strong communication and writing skills
- Highly organized with the ability to manage multiple projects
- Comfortable working independently and taking initiative

## **Assets**

- Photography and/or videography experience
- Graphic design experience
- Experience updating websites (e.g., Shopify, WordPress)
- Interest in craft beer, hospitality, or local events

## **Position Details**

- Full-time (40 hours/week)
- Evening and weekend availability required for events as needed
- Reports to the Director of Marketing

## **Application Requirements**

- Resume and Cover Letter telling us a little bit about yourself
- Please include a portfolio or examples of past work (social media content, photography, video, or design)

## **Perks & Benefits**

- Competitive compensation
- Employee discounts
- Health & dental benefits, plus a healthy living stipend
- Opportunities for career growth and development
- A fun, collaborative work environment with a great team

## **How to Apply**

If you are interested in this position and think you would be a good fit for the Breton Brewing team, please reach out to us at:

**[careers@bretonbrewing.ca](mailto:careers@bretonbrewing.ca)**

We thank all applicants for their interest; however, only those candidates selected for interviews will be contacted. Breton Brewing Co. is an equal opportunity employer. Breton Brewing Co. is committed to creating an inclusive environment that respects values, cultures, and experiences of our customers and staff. We believe diversity drives innovation, creativity, and empowerment that leaves a mark on our business. Diversity connects us closer to our customers and the communities we serve.