



**Job Title: Brand Ambassador HRM (Part-Time)**

**Company: Breton Brewing Co.**

**Location: Halifax, Nova Scotia**

**Deadline to Apply: September 7th, 2026**

**Employment Dates: September – 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 **Halifax area**, your role will be promoting Breton Brewing's brand, including sampling our products at NSLCs, 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 NSLC stores, 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 Halifax Regional Municipality.
- **Customer Engagement:** Engage with customers in NSLC stores and at events, deliveries, providing a positive and informative experience.

## **Delivery & Logistics**

- **Transportation & Delivery:** Drive delivery vehicles to transport beer and products to events, ensuring safe loading and unloading of products.
- **Warehouse Organization:** Assist with organization and cleaning of event equipment, including tents, tablecloths and decorations.

## **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 transportation.
- **Serve-Right Certification:** Must have an up to date serve-right certificate
- **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](mailto: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.