



**Waterloo Brewing is recruiting for Brand Ambassadors**

**4 summer contract positions available (April – September)**

**Role Summary:**

Our business is growing, and we are looking for enthusiastic individuals who are passionate about premium craft beer to light up the summer as a **Waterloo Brand Ambassadors**. There will be some travel involved throughout Ontario (you must have a clean driving record) and you **MUST** be **REALLY, REALLY** excited to preach the good word of **Waterloo Brewing**, Ontario's First Craft Brewery! As part of this role you will be expected to represent and speak to our Waterloo craft brews, LandShark Lager and Seagram Cider & Coolers. Training will be provided.

**Role Description:**

- **Sample consumers** in various settings (trade shows, bars + restaurants, retail stores (LCBO + grocery etc.) that will create **trial and awareness** of brands within our portfolio
- Execute **special events**
- Call on variety of retail channels including LCBO, The Beer Store and Grocery performing store audits, complete value adding and communication with store managers and/or category stakeholders
- Regular communication with Territory Managers for best on-site execution and timely follow up (pre and post calls to retail channels)
- Establish, build, and maintain relationships with key contacts to increase awareness of Waterloo brands throughout Ontario
- **Listen to what people are saying** about **Waterloo brands** and share those consumer comments and experiences with our team
- **Pictures are a MUST!** Working with our Social Media Manager to capture Waterloo Brewing's community involvement & consumer interaction throughout the summer
- **Support** other brand initiatives as required
- Maintain events materials and equipment to ensure best **brand representation**
- **HAVE FUN!!**

**You must be:**

- An enthusiastic '**jump out of bed in the morning**' type of person
- **Responsible** with a demonstrated ability to work on your own and in a team environment

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- A **detail-oriented** planner and organizer with excellent time management
- A **great communicator** – thorough, precise and friendly
- You understand the value of **building relationships** and **consumer engagement**
- A team player – **the success of your peers is also important**
- Ability to think on your feet and problem solve
- Presentable in your appearance
- 19+ years of age
- Some sales and/or marketing experience would be great but it's not a deal breaker – show us who you are throughout the interview process – make us **WANT TO HIRE YOU!!**
- **Passionate about the beer industry!**

#### **You will need:**

- To be local (Kitchener/Waterloo – Cambridge - Guelph)
- A **desire to win**
- A **clean driving record**
- Comfortable driving a company vehicle
- Available days/evenings and most weekends from mid-April to the September long weekend
- Great references for the all of the above
- **Most importantly**, you are able to **maintain a high degree of professionalism** while working in environments where the beer is flowing.

#### **How to Apply:**

**If this role sounds like you, we want to hear from you!**

**Send us for a 1-2-minute video audition explaining why you'd be the perfect addition to our brew-crew along with your resume to [careers@waterloobrewing.com](mailto:careers@waterloobrewing.com) by January 25<sup>th</sup>, 2019.**

#### **About Us:**

Waterloo Brewing Ltd is Ontario's largest Canadian-owned and Canadian-based publicly held brewery. The Company is a regional brewer of award-winning premium quality and value beers. The Company, founded in 1984, was the first craft brewery to start up in Ontario, and is credited with pioneering the present-day craft brewing renaissance in Canada.

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