



## Great Western Brand Ambassador (Summer Position – May 1<sup>st</sup> to Aug 31<sup>st</sup>, 2020)

Do you love beer? Imagine spending your summer working for one of Western Canada's best brewers. Spend your summer helping spread the news about our great beers such as Original 16, Great Western and Brewhouse. We are looking to hire summer Brand Ambassadors in Saskatoon, Regina, Calgary, Edmonton, Winnipeg and Kelowna

The Brand Ambassador will play a critical role in promoting the Great Western Brewing Company (GWBC) brands within their assigned territory. This individual will be involved in supporting our Territory Sales Managers through proper execution of strategic marketing programs at retail, strengthening relationships, and using the Great Western Way to achieve objectives. The individual will use their organizational skills, analytical capabilities and communication skills to optimize the role and interface and provide support with the Sales, Marketing, Finance and Operations functions. The position will support the Commercial team and report to a Territory Sales Manager.

### A day in a life may look like....

1. Managing the Point of Sale (POS) material at retail and on-premise locations based on the needs of the Territory Sales Manager
2. Challenge yourself on outperforming your competition building the best displays to highlight and promote the GWBC brands.
3. Be the individual the customer wants to see to have them build their business
4. Activating our brands at various venues, including beer festivals, concerts, special events.
5. Ensure full distribution of the GWBC brands and identify opportunities where distribution can be increased
6. Ensure the highest product quality by checking and removing product that does not meet our high standards at retail and informing if there are any draught issues
7. Interfacing with the sales and marketing group to ensure that our accounts have the proper materials and pricing
8. Providing the Commercial team with insight on market trends and conditions
9. Observe and report on all competitive activity
10. Managing and maintaining customer profiles with accurate information and notes

### If you are hungry and have these requirements;

- Legal drinking age and use of a vehicle
- Familiarity with the region and marketplace
- Not a 9am-5pm person, must be able to work evenings and weekends/long weekends
- Ability to communicate and influence
- Are passionate, doggedly determined, authentic, independent

If you meet the above criteria, please apply directly to [careers@gwbc.ca](mailto:careers@gwbc.ca) **by 4:00 PM, March 31, 2020**. Please state in your email which location you are applying for: Saskatoon, Regina, Calgary, Edmonton, Winnipeg or Kelowna

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