

# ISLAND FOLK

cider  house

## ISLAND FOLK CIDER HOUSE IS HIRING: BRAND AMBASSADOR

PART-TIME OR FULL-TIME TERM POSITION (MAY - SEPT 2025)  
POSSIBILITY OF CONTRACT EXTENSION

SUCCESSFUL CANDIDATE MUST BE OPEN TO WORKDAYS, EVENINGS, AND/OR WEEKENDS. SCHEDULING WILL BE DICTATED BY EVENTS AND PROMOTIONAL OPPORTUNITIES, WITH SOME FLEXIBILITY AVAILABLE FOR THE RIGHT CANDIDATE. TRAVEL MAY BE REQUIRED.

JOB LOCATION: HALIFAX, NOVA SCOTIA

POTENTIAL START DATE OF MID-APRIL TO MID-MAY 2026

### ABOUT THE GIG

Island Folk Cider House is a proudly Nova Scotian craft cidery based in Sydney, Cape Breton. We make small-batch ciders using local ingredients – always gluten-free, never artificial, and crafted to suit a wide range of tastes. Our bold flavours and playful branding reflect the creative spirit behind everything we do. You'll find us at your local NSLC, in restaurants, and poured wherever good folks gather across the province.

The Brand Ambassador will report directly to the owner, who will provide all tasks and direction, and work in collaboration with Island Folk's Sales Representative based in Halifax

While the role is independent, clear and consistent communication is essential – especially when coordinating with the Island Folk team to avoid overlap and to ensure the best possible service to all partners. The Brand Ambassador is responsible for, but not limited to, representing the Island Folk brand and educating consumers about their products at promotional events, tastings, and marketing activations; collaborating with key stakeholders such as restaurants, retailers, local NSLC stores and event organizers; and to create memorable

guest experiences by ensuring professionalism and exceptional customer service when promoting the Island Folk brand.

If you're an energetic individual who enjoys connecting with people and has a passion for cider and community, this is the role for you!



## RESPONSIBILITIES:

- Represent the Island Folk brand with enthusiasm and professionalism at promotional events, tastings, and other marketing activations.
- Educate consumers about Island Folk products – including product details, their unique features, and flavour profiles.
- Create memorable consumer experiences through engaging interactions and product demonstrations.
- Deliver Island Folk ciders to local restaurants using the company delivery vehicle, always ensuring punctual delivery and excellent customer service.
- Build and maintain strong relationships with key stakeholders, such as retailers, local NSLC stores, event organizers, and industry influencers.
- Collect feedback and insights from consumers to inform future marketing strategies and product development efforts.
- Provide daily reports using Excel and Google Docs, with weekly debrief meetings with management.
- Collaborate with ownership to generate social media content + ensure promotional materials and resources are effectively utilized.
- Assist in the execution of Island Folk Cider House events in Halifax, Nova Scotia.
- Other duties as assigned.



## QUALIFICATIONS

- Must be at least 19 years of age and able to responsibly handle and service alcohol.
- Previous customer service experience is required.
- Previous experience in the alcohol beverage industry is considered an asset.
- Able to lift up to 50lbs and stay on your feet for extended periods.

- Able to work independently and proactively, with a strong sense of initiative.
- Energetic and enthusiastic about the alcohol industry with a passion for sharing knowledge about different Island Folk products.
- Strong collaboration and networking skills when working with retailers, businesses, event organizers, and community partners.
- Exceptional time management and organizational skills.
- Exceptional interpersonal and oral communication skills, with strong active listening skills and the ability to connect with diverse audiences.
- Strong technical skills and the ability to adapt to software quickly and effectively, such as Google Workspace, EKOS business management software, and Square POS systems.
- Excellent problem-solving skills with the ability to adapt to challenges with solution-oriented thinking.
- Clear criminal record check, valid driver's license, clear driver's abstract, and reliable own transportation is required.

## ★ COMPENSATION & BENEFITS:

- Job Type: Full-time 37.5 hours per week
- Pay: Hourly wage ranging from \$18 - \$22 per hour based on commensurate experience, cell phone allowance, discounts on Island Folk merchandise and products, company vehicle provided and/or reimbursement for travel mileage.
- Opportunities for professional development and advancement are available
- Casual dress
- Store discount

## EQUAL OPPORTUNITY EMPLOYER

Island Folk Cider House is an Equal Opportunity Employer and we invite all qualified individuals to apply. We support diversity and inclusivity in our employees and as a business.

## APPLICATION INSTRUCTIONS:

We thank you for your interest, however only those chosen for an interview will be contacted.

Island Folk Cider House is committed to diversity and inclusivity. We encourage all qualified individuals to apply, regardless of background or experience.

If interested in this opportunity, please submit your cover letter and resume to [jobs@islandfolkcider.ca](mailto:jobs@islandfolkcider.ca). Your cover letter should demonstrate why you're the best person for the role and showcase your personality.

Include 'Brand Ambassador Application' in the subject heading.

Please note this position will remain open until filled.

