



Brand Ambassador

1 event/month minimum as available: Part Time Position

Brewery & Position Overview

Bemidji Brewing is a taproom and production brewery located in the great northwoods of Minnesota. Having expanded to a 15bbl brewhouse in 2016, Bemidji Brewing is on track to produce 5000bbbls of beer in 2026. The Bemidji Brewing Brand Ambassador is a vital member of the Sales team, contributing to spreading the good word, vibes, and beer of Bemidji Brewing. The part time Brand Ambassador will work within the sales team under the direction of the Brand Coordinator. The Brand Ambassador's primary responsibility is to execute all aspects of day-of operations of external tastings, bar events, and festivals, as directed by the Brand Coordinator. The ideal candidate for this position is a self-starter who is able to work autonomously, is very outgoing, loves meeting and talking to new people, is able to consume beer responsibly in work situations, is positive, and displays great communication skills and initiative.

Responsibilities

- Educate the public on Bemidji Brewing and beer offerings
- Day-of set-up and tear-down of events and tastings
- Maintain event kits including a clean table linen and restocking tasting cups & swag when needed
- Beer & Swag needs; coordinate with Brand Coordinator or Brand Ambassador+ product to be sampled
- Communicate with venue staff Bemidji Brewing needs and answer any questions they may have
- Have fun and spread that fun to others!

Requirements

- At least 21 years old with a passion for beer
- Significant knowledge of craft beer and Bemidji Brewing offerings
- Showcase a positive attitude, able to adapt swiftly to continually evolving environment
- Communicate effectively with customers, colleagues and account representatives
- Be able to positively roll with and redirect negative criticism of Bemidji Brewing product
- Thrive in fast-paced, creative environments
- Detail oriented, motivated, outgoing and assertive
- Work evenings and weekends, especially in high traffic seasons throughout the year
- Valid drivers license & reliable transportation to events
- Clean driving record; responsible and safe driving skills
- Ability to lift 55+lbs

Opportunities & Perks

Please note: As a growing company we are working to determine a more robust benefits package and will keep staff up to date as these become available.

- Discounts on beer & merchandise
- Mileage Reimbursement
- Meal stipend for designated external events