



NEWCASTLE BROWN ALE

“WALK THE DOG” PROGRAM JOB DESCRIPTIONS

Program: This year, Newcastle Brown Ale (NBA) invites patrons from Georgia and the Carolinas to participate in unique experiential events combining the latest in tasting and creative games for an authentically British sampling experience!

Sampling nights: Unconventional sampling nights with fun merchandising in local pubs will encourage consumers to text in their contact information for invitations to the “Legendary Dogwalk” (pub crawl). Two or three sampling nights per bar.

Legendary Dogwalk: Once consumers opt in, they receive a reply text message that sends them a map of participating pubs inviting them to join the Dogwalk. These events will likely take place on Saturdays in each market.

Finale event: Consumers will be invited to participate in a larger finale event, likely an outdoor weekend music or food festival.

BRAND AMBASSADOR

- Authentically British, outgoing, highly motivated, and responsible individual (must be at least 21 years old)
- Promote Newcastle Brown Ale in sampling night promotions at local pubs (sampling 2 hours, plus 15 minutes each for set-up and breakdown/recap), Saturday afternoon pub crawl, and finale event
- Must attend centrally located NBA training session to absorb key learning on NBA and brand communication techniques
- Engage consumers in authentically British NBA games
- Distribute merchandising in fair yet fun manner
- Maintain NBA standards of high conduct, reliability, and honesty
- Valid drivers license and very reliable transportation
- Available to communicate with Program Manager and NBA Market Manager on regular basis via phone and email
- Able to commit to part-time work for 3-4 week period
- Payment of \$20/hour, plus limited travel reimbursement and some expenses

MARKET MANAGER

All of the above, plus:

- Available to communicate with Program Manager and NBA Area Sales Manager on regular basis to co-manage merchandising and event reporting
- Ship merchandising elements to next market
- Weekly pay, plus limited travel reimbursement and some expenses

If interested, please email resume, two current photos, photocopy of valid drivers license, and three work references to Sharon Becker, Program Manager, at sbecker@g2.com.