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## Student Brand Ambassador (Summer Position)

### Seasonal Full-Time Position - Summerside, PE

Amalgamated Dairies Limited (ADL) is a producer-owned cooperative celebrated for its excellence in dairy processing and foodservice distribution across Prince Edward Island. For over 70 years, ADL has transformed fresh, local milk into premium dairy products, including milk, cheese, cream, butter, and canned milk. Serving both our own brands and valued partner labels, ADL delivers trusted quality to customers across PEI and beyond.

#### Position Overview:

We are seeking a student to join our team as a Brand Ambassador. This role offers hands-on experience in marketing, customer engagement, and brand promotion across PEI.

As the ADL Brand Ambassador, you will represent one of PEI's most recognized brands at community events, retail and foodservice locations, and industry activities. The role includes interacting with consumers, coordinating product demonstrations and sampling, and supporting the execution of brand activations while working closely with ADL's Marketing Manager.

The role requires someone who is comfortable engaging with the public, takes pride in representing ADL and the PEI dairy industry, and approaches their work with reliability and initiative.

This is an excellent opportunity for a student who wants to gain practical experience in marketing a trusted local brand.

**Location:** ADL Foodservice, 400 Read Drive, Summerside, PE

**Wage Rate:** \$19.00 / hour

#### Key Responsibilities:

- Represent ADL at parades, events, festivals, and sponsorships across PEI.
- Interact with consumers by providing product samples and answering questions about ADL products, ADL operations, and the PEI dairy industry.
- Support activation coordination, including picking up products and promotional materials, packing and loading vehicles, travelling to event locations, and managing setup, teardown, and proper storage of all materials and equipment.
- Assist ADL marketing in gathering consumer feedback and insights.
- Capture photos, videos, and observations to support ADL's marketing content, and assist with drafting and posting to ADL's social media channels.
- Stay informed about ADL products and the cooperative's role in the local dairy industry.
- Perform other related duties as required.

#### Requirements:

- Currently enrolled in post-secondary studies and returning to full-time studies in Fall 2026.
- Availability to work evenings and weekends, as many events are scheduled outside of standard weekday hours.
- Valid drivers license, clean driver's abstract, and the ability to travel to various events and locations across the province.
- Comfortable interacting with the public in event or retail environments.
- Strong communication and interpersonal skills.
- Strong organizational and time management skills.
- Ability to work both independently and as part of a team.
- Previous experience in marketing, events, or customer service is considered an asset.
- Interest in marketing, communications, digital media, or business is considered an asset.

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This is a summer, four-month term position.

To apply, please visit [www.adl.ca/careers](http://www.adl.ca/careers) and complete the application process.

**Competition ends April 6, 2026, at 4:00PM**

We thank all applicants for their interest, however only those selected for interviews will be contacted.

ADL is committed to the principle of equal opportunity in its employment practices and to providing an environment free from discrimination and harassment for all employees.