



JOB TITLE: Aslin Brand Ambassador

LOCATION: Roles available in DMV, Pittsburgh, Virginia Beach

REPORTS TO: Vice President of Marketing

FLSA POSITION TYPE: Part-time, hourly

POSITION SUMMARY:

We're hiring for an outgoing, mobile, and active type who is motivated by positive engagements with people. This position will interact with the public in different ways, pouring samples of Aslin beers, running live brand activations, and deepening relationships in and out of the beer world. The job is to spread awareness of Aslin drinks, events, and taprooms using field marketing tactics, interpersonal engagement, and meeting people where they are.

In addition to the fun that Aslin is already known for, we're building a new wave in cannabis drinks, and are looking for someone to help us take it to the streets. Learn the brand ethos inside and out—and then bring it to life by putting up stickers in spots that feel right, putting up posters, and handing out flyers.

It's time to spark interest IRL, and we're looking for the right people to help us get exposure in the right spots. This is not a clipboard-and-free-sample gig. It's an on-the-ground role for someone who gets the culture, understands how to make noise without being obnoxious, and knows where our people hang out.

The Brand Ambassador role is suitable for hospitality workers familiar with the beverage landscape in addition to candidates who are looking for a foot in the door of the marketing industry.

What You'll Do:

- Live and breathe the brand (we'll help with that part).
- Distribute and post stickers and other materials in culturally aligned locations.
- Help us identify new spots and opportunities for visibility.
- Occasionally assist with event support or guerrilla-style promotions.
- Report back on placements and share photos of your work in the field.
- Beer festival representative.
- Conduct tastings on-premise and in grocery.
- Represent Aslin in brand activation area during events.

What We're Looking For:

- Someone who's immersed in the culture—skate, music, art, cannabis, DIY scenes, etc.
- Familiarity with the area and a sense of where cool things happen.
- Reliable, self-motivated, and not afraid to post up on your own.
- Flexible schedule, ability to work 3–15 hours/week as needed.
- Must be 21+ and comfortable representing a cannabis beverage brand.

Compensation: \$25/hr

To Apply: Upload a short cover letter and your resume on our [Aslin application form](#). No need to overthink it — just tell us why this speaks to you and what you'd bring to the role.