



THE WHITE HAG BREWING COMPANY
LIMITED



#WPEP-2464999



THE WHITE HAG IRISH BREWING CO,
Ballymote Bus Pk, Ballymote, Co. Sligo, F56
YR52



No of positions : 1



Work Placement Experience Programme



As per WPEP guidelines



Work Placement Experience Programme



26/08/2026



21/10/2026

How to apply

Application Method :

This programme is for jobseekers that are in receipt of a qualifying social welfare payment and those transferring from a social welfare scheme. Full eligibility details are available [here](#)



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Brand Experience Assistant - WPEP Scheme

Application Details

This Work Placement Experience Programme provides Participants with an opportunity to gain meaningful work experience, learning and training while on the programme. This programme is for jobseekers who are in receipt of qualifying social welfare payments and those transferring from a social welfare scheme or an ETB Training Allowance. Your eligibility for this programme will be verified by the Department as part of the application process.

Job Description

We are seeking a candidate who will receive training and support to learn the role of Brand Experience Assistant within the business. The role will be fulfilled over 6 months within the business.

Role outline:

- The person will be mentored in brand development and brand advocacy
- The person will learn in areas of commercial offering and sales structures
- The person will learn and understand the sales process, in both on and off trade
- The brand development process of product and overall brand will be taught
- Grow an understanding of the the loyalty and partnership programmes we run
- The candidate will receive guidance & development from and be supported by the senior management team
- Outcomes:
- The person will have the opportunity to be mentored by our commercial director

Events and trade engagement will be an integral part of the role, and a good understanding in these areas with mentoring will be a key outcome

Role Description

This is a training and work experience opportunity; no prior experience in this role is necessary. Accredited and/or sector recognised training will be provided to support your placement. Participants are eligible to participate in the WPEP QQI Work Experience Module which was developed by the Education & Training Boards in collaboration with the Department of Social Protection. This optional module will fulfil your accredited training requirements for the WPEP.

Formal training that will be completed:

- Health and Safety
- Manual handling
- Breww - software management
- Sales process training

Informal training:

- Workplace practice and etiquette
- Office and workplace networking and team building
- Production and manufacturing environment learning
- Training on engagement with customer base
- This vacancy is suitable for Remote/Blended working
- **Sector:** manufacturing

Career Level

- Not Required

Candidate Requirements

(Essential)

- **Minimum Experienced Required (Years):** 0