



MARKETING MANAGER

Canna Advisors is committed to seeing our clients succeed. Helping new businesses launch and established businesses grow, and we're the premier investing, advocacy, and mentoring partner in the cannabis industry. We help cannabis entrepreneurs win business licenses, optimize facility design, standardize operations, and maximize business development. No matter the task, we are passionate about making cannabis the next great American industry.

We are looking for a creative, energetic, and strategic-minded professional to fill the role of **Marketing Manager**. The role will take responsibility for leading effective integrated marketing strategies, with a heavy emphasis on content creation and working collaboratively with cross-functional teams.

WHAT YOU'LL DO

The Marketing Manager will build brand awareness and increase traffic and revenues by developing and executing integrated marketing campaigns. The role also manages speaking engagements and event planning and execution. To be successful in this position, you will be creative, resourceful, self-motivated, and have the ability to coordinate resources effectively and efficiently. Despite our casual environment, this role must be able to quickly pivot between priorities and embrace rapid change.

DUTIES AND RESPONSIBILITIES

- Develop strategies and tactics to boost brand awareness, increase engagement, and drive qualified traffic
- Deploy successful marketing campaigns from ideation to execution
- Craft valuable and engaging content for our website, blog, promotional materials, and other owned channels
- Manage and execute company and industry events, meetings, and tradeshows
- Manage public speaking events and opportunities
- Manage other responsibilities, as assigned

SKILLS AND ABILITIES

- Comfortable working in and contributing to the growth of the cannabis industry
- Demonstrated ability to lead integrated marketing campaigns and take ownership of a project
- Strong digital marketing experience, with an emphasis on content development
- Hands-on experience with Google Analytics, WordPress, and Adobe Acrobat/Illustrator
- Background in design and/or copywriting is a plus
- Excellent communication skills and an ability to work autonomously
- Leadership abilities and project management experience
- Attention to detail with a creative and analytical mind
- Proven event and tradeshow planning, execution, and management

REQUIREMENTS AND QUALIFICATIONS

- Bachelor's degree in marketing, advertising, or related field. An agency background is a plus!
- 3-5 years of marketing or marketing communications experience



**CANNA
ADVISORS®**
BUILDING THE INDUSTRY

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Canna Advisors is an Equal Opportunity Employer. Canna Advisors does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law.