

CREATE A COMPENSATION PLAN

Grow and sell cannabis brands with strong marketing leaders

“The demands of a marketing department are vast – the team needs to be skilled in both retail and brand marketing.”

– David Belsky, CEO at FlowerHire

CHIEF MARKETING OFFICER

Responsibilities

Oversees brand, retail, and digital marketing

Manages the overall budget

Directs brand strategy and creativity

Manages the brand during commercialization efforts

Ensures marketing efforts are compliant with regulations

Strategizes new customer acquisition, e-commerce, curbside pickup, delivery

\$200,000 - \$300,000 BASE PAY 30% - 50% BONUS TARGET

VP OF BRAND MARKETING

Responsibilities

Responsible for the visual representations of the brand

Directs the brand customer and the brand narrative

Leader of insights and innovation

Conducts customer analysis

Drives new product releases

Strategizes product launches

Works closely with operations and supply chain

\$150,000 - \$220,000 BASE PAY 20% - 30% BONUS TARGET

VP OF RETAIL MARKETING

Responsibilities

Responsible for store design and launches

Uses data to analyze customers and inventory

Develops promotional strategy and customer loyalty programs

Directs social media for the dispensary and customer segmentation

Strategizes new customer acquisition

Develops strategies to engage existing customers

\$125,000 - \$175,000 BASE PAY 20% - 30% BONUS TARGET

Reach out to FlowerHire's Managing Partner for support in building your marketing team.

Samantha Harrington samantha@flowerhire.com.

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BRAND MANAGER

Responsibilities

Drives the brand strategy across marketing
Manages the team of marketers
Drives consistent consumer experience
Stay abreast of all digital marketing mediums

Build awareness and credibility for the brands
Develop brand engagement strategies that reflect the brand vision

\$120,000 - \$150,000 BASE PAY

FIELD MARKETING MANAGER

Responsibilities

Provides insights on local marketing initiatives
Drives local awareness and traffic
Develop initiatives for customer acquisition and retention

Manages marketing field representatives
Teaches brand ambassadors how to educate about the brand

\$100,000 - \$150,000 BASE PAY

RETAIL MARKETING MANAGER

Responsibilities

Drives new customers into dispensary
Oversees localized campaigns and social media
Focuses on the shopper experience

Helps line up product stock to projected sell-through

\$90,000 - \$120,000 BASE PAY

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