



Trade Marketing Specialist

Concord, ON | Full Time

As the Trade Marketing Specialist, you support the end-to-end marketing of product launches and campaigns. You are extremely organized and excel at planning, project management, and coordination. Reporting to the Director of Marketing - Recreational, you will play a key role within the marketing department and represent the team in cross-functional initiatives with sales, product development and creative. You are a strategic thinker with great attention to detail and the ability to see the big picture and tie loose ends between projects, initiatives and goals. The ideal applicant is a natural relationship builder and leader within the organization and is passionate about building an exciting Canadian cannabis marketplace with a full house of brands.

This position is responsible for developing and engaging materials for our retail partners and consumers. We are looking for someone who is authentic, empathetic, tapped into cannabis culture and has a good sense of humor. The Trade Marketing Specialist bridges the gaps between the traditional “cannabis swag” landscape and the evolving landscape.

ESSENTIAL FUNCTIONS

- Develop execution strategies, standards & processes to ensure effective & impactful campaigns.
- Lead in-market program management with Field Sales team.
- Standardize a communication process whereby sales teams can be made aware of regional campaigns and activations.
- Travel as required (trade shows, distribution entities, team events).
- Planning, development, implementing and project managing of annual trade marketing strategy alongside the Director of Marketing – Recreational.
- Maintaining promotional material inventory by coordinating with cross-functional team members, managing relationships with suppliers, and maintaining accurate and updated records.
- Planning the support of new product launches, in coordination with Sales and Marketing teams, by:
 - Developing project scopes and detailed plans such as workbacks and other documentation to ensure retail specific promotions stay on track. Communicating with cross-functional teams
 - Coordinating internal resources and third parties/vendors for the flawless execution of projects
- Monitoring sales and marketing programs to assure they meet planned objectives
- Developing and maintaining the various in-store collateral assets and training for retail sales teams
- Fostering ongoing communication with the sales team to ensure they have the most up-to-date information / trade support



- Supporting the strategic trade marketing plan by providing data, market trends, forecasts, and analyses.
- Participating in trade shows, coordinating requirements for the company's brand presence at events and with key contacts.
- Support trade marketing events overall from planning, communication, coordination, organizing, and maintaining contacts.
- Support monitoring budgets by comparing and analyzing actual results with plans and forecasts
- Support the preparation of marketing reports by collecting, analyzing, and summarizing sales data, including:
 - Assisting in financial, competitive, pricing and category analysis
 - Identifying key trends and brand implications

ROLE REQUIREMENTS/ABILITIES

Experience / Education

- Bachelor's degree in Marketing, Business or related field.
- 2-3 years' marketing experience in CPG, cannabis or Beverage/Alcohol industries.
- Understanding of the cannabis retail landscape, including familiarity with the Cannabis Act.
- Background in building trade marketing campaigns and strategy.

Skills & Abilities

- Strong verbal and written communication skills.
- Capable of working cross-functionally to drive timelines and managing budgets.
- Strong understanding of a multi-brand, cross-functional organization.
- Results driven, proactive self-starter, organized and focused.
- Candidate must be willing to travel ~10% of the time.
- Must be enthusiastic about joining a dynamic team.
- Excel Skills – you can take raw data, develop spreadsheets, and format in a user-friendly way.
- Highly creative with experience in identifying target audiences and creating campaigns that engage, inform, and motivate
- You are a self-starter who can hit the ground running and build and execute strategic initiatives independently
- Project management skills and experience - work with project management software an asset.
- Professional working knowledge of Office 365 and other standard software. Excellent skill level in PPT for the purpose of building professional decks.
- Excellent relationship and communication experiences.
- Knowledge of the cannabis industry and the regulatory environment within which it operates.



- Experience in a consumer-packaged goods environment.