



Content & Social Media Manager

Concord, ON | Full Time

Aleafia Health brings Canadians medical cannabis care through nationwide clinics, world-class cultivation and distribution facilities, and innovative research.

As the Content & Social Media Manager, you design and execute Social Media strategies designed to grow our presence and follower base across multiple platforms, drive sales, and build and nurture partnerships with influencers and partners across the country. The ideal applicant has a finger on the pulse of what is happening across social platforms on a day-to-day basis. The right person will be passionate about figuring out what works and consequently create, refine, enhance and deliver messaging to the public about the brand and marketing initiatives.

This position is responsible for developing and engaging a wide audience for our brands. We are looking for someone who is authentic, empathetic, tapped into cannabis and internet culture and has a good sense of humour. Reporting to the Director of Marketing - Rec, the Content & Social Media Manager bridges the gaps between the traditional media landscape and the evolving digital world.

ESSENTIAL FUNCTIONS

- Design and execute strategies spanning our Social Media properties (Instagram, Facebook, Twitter, YouTube, Pinterest and TikTok), liaise with Marketing, Sales, Supply Chain, Compliance, and creative departments to co-ordinate, lead and increase engagement, follower base, community and drive sales.
- Manage social media content calendar from conceptualization to execution, including developing content concepts.
- Ideate, write, edit, and/or create "shareable" content, distribute content on the appropriate platforms and measure the results of marketing activity.
- Stay on top of digital content trends.
- Write copy that aligns with content and respects voice and tone of the Aleafia recreational brands, while keeping in mind social media best practices as applied to each social channel.
- Act as public spokesperson on all media platforms, assist in managing, responding to, and forwarding inbound customer inquiries and commentary to the appropriate internal channels.
- Partner with the Director of Marketing to strategize and create engaging content across all platforms and for retailers.
- Work with the marketing team and creative agency to ensure that all digital creative meets brand standards, is consistent across all platforms and offers the best customer experience and encourages engagement.
- Find new and exciting ways to engage customers via social media channels to drive awareness, conversation and affinity for the recreational brands and their contents.



- Analyze and report social channel and activation performance to quantify the effectiveness of campaigns and drive learnings.
- Set an experimentation roadmap to move the brands' social strategies forward while constantly testing/learning to fine tune social strategy for recreational brands.
- Collaborate with Director of Sales to establish an integrated approach to influencer and affiliate marketing.

ROLE REQUIREMENTS/ABILITIES

Experience / Education

- Bachelor's degree in Marketing, Business or related field.
- 2+ years of work experience in social media marketing and managing various social channels across multiple brands.
- Experience generating and executing social media campaigns across platforms with a track record of growing Canadian audiences and delivering on engagement metrics.
- Experience using data and metrics to measure impact and determine improvements.
- Experience writing and editing copy for various social channels.

Skills & Abilities

- You are a self-starter who can hit the ground running and build and execute strategic initiatives independently
- Ambitious self-starter with ability to operate independently and thrive in fast-paced environment, often with tight deadlines. Demonstrated ability and willingness to roll up sleeves and execute to get the job done.
- Creative problem-solving skills and excellent creative sensibilities: well-developed ability to evaluate whether creative meets strategic objectives and brand standards.
- Ability to work a flexible schedule, which includes weekends and holidays for posting / engagement (as needed)
- Savvy with understanding and working within Canadian cannabis regulations, policies and guidelines for marketing and social media
- Strong interpersonal skills; a team player with the ability to merge varying points-of-view and build partnerships to get things done autonomously.
- Comfortable working with and interpreting Web Analytics platforms like Google Analytics in an effort to evaluate effectiveness of social media strategy on omni-channel results.
- Strong analytical skills and the ability to make data-driven decisions.
- Keen sensibility and knowledge of cannabis, social media, retail, pop culture, as well as marketing & digital trends, practices & procedures.
- Proficient with editing suites (e.g. Adobe Photoshop), Excel, Word, and PowerPoint. Exceptional understanding of digital marketing best practices in social media, email



marketing and SEO Proven social media community management experience from strategy through execution.

- Deep understanding of social media channels & tools including monitoring and analytics
- Exceptional verbal and written communication skills with creative ability to tailor messaging to various target audiences.
- Some knowledge of HTML is an asset.

Note: The chosen applicant will be required to successfully complete reference checks and a criminal background check.

We appreciate the interest by all candidates however we will be contacting those that best fit the requirements. If you are selected to participate in the recruitment process, please inform Human Resources of any accommodations you may require. Aleafia Health will work with you in an effort to ensure that you are able to fully participate in the process.