



Position Description

Northern Light Cannabis Company

POSITION:	Marketing Lead	LICENSED:	No
DEPARTMENT:	NLCC – Retail	GRADE:	22 (\$18.21-27.32)
REPORTS TO:	Director of Store Operations	STATUS:	Non-Exempt

POSITION SUMMARY:

At the direction of the Director of Store Operations for the Northern Light Cannabis Co, the Marketing Lead provides high-level support pertaining to the review, purchase and maintaining of media buys and performing clerical functions within Director of Store Operations. This position is responsible for all aspects of planning, implementing and communicating all company promotions for the Northern Light Cannabis Co. This includes assessing the efficacy of media platforms and making important decisions about where advertising campaigns are to be unleashed and completing office organization structure and flow of documents.

ESSENTIAL FUNCTIONS:

1. Provides exemplary customer service, while being prompt and professional.
2. Performs all duties of the Lead Budtender as needed, (see Lead Budtender position description).
3. Through strategic media buys, ensures that advertising, marketing and promotional campaigns are exposed to the right target audience in the most effective place possible.
4. Works closely with the team to ensure the proper content, platform and market for all media pursuits of the Northern Light Cannabis Co.
5. Conducts extensive research to identify the right target demographic for specific campaigns.
6. Works with the Director of Store Operations to devise media buying strategies which achieve the right level of coverage.
7. Utilizes web analytic tools to monitor the effectiveness and success of digital campaigns.
8. Establishes professional relationships with media sales agencies and other potential clients which may include some travel and extensive work hours beyond the established work day.
9. Executes advertising campaigns through in-house resources.
10. Reviews the success of media campaigns and negotiates media purchases with sales agencies in order to make vital adjustments and changes.
11. Ensures media spending is within established budget parameters and seeks to realize advantage pricing on all media efforts.
12. Maintain digital and social media marketing content.
13. Responsible for integrating email content with behavioral retargeting based on website visitation, searches, and links.
14. Monitor all online reviews and comments, and perform reputation management as needed.
15. Responsible for the development and implementation of daily weekly, monthly and yearly reports on digital, social media, and website performance.
16. Responsible for a wide variety of marketing, advertising, special event and public relations functions.
17. Creates and/or assists in the creation of all direct mail materials.
18. Processes routine departmental paperwork for the Retail Department.

19. Be a shining example of well behavior and high performance.
20. Keeping up to date with Northern Light Cannabis Company policies and procedures at the direction of the Marijuana Commission.
21. Responsible for learning and following daily policies and procedures for the Bay Mills Business Holdings and the department.
22. Must attend all mandatory trainings designated by the Human Resources Department and/or General Manager.
23. Other duties may be assigned within the scope and complexity of this position's essential functions.

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee is regularly required to sit with occasional standing and walking. Occasionally the employee must bend, balance, squat, kneel, push/pull, and crouch. The employee must be able to lift, move, and/or carry up to 25 pounds.

POSITION REQUIREMENTS:

1. Must be a minimum of 21 years of age.
2. Must have a Bachelor's Degree in Marketing, Business Administration, or related field.
3. Must have a minimum of three years' experience in a high-volume cannabis dispensary, or similarly highly regulated industry that included retail operations.
4. Must have two years' experience in the marketing/business management.
5. Strong computer skills required in addition to internet research skills. Must have experience using Excel and Microsoft Word; knowledge and experience with HTML editing software, data analytics and Microsoft Access helpful.
6. Must be flexible, excellent interpersonal skills, project coordination experience and the ability to work well with all levels of internal management and staff as well as outside clients and vendors.
7. Must possess a personable, customer service attitude along with organizational ability to handle multiple tasks simultaneously.
8. Must present a well-groomed
9. Must pass all required background checks.
10. Prove successful experience in the retail industry.
11. Must be able to use a computer, including Word, Excel, Outlook, etc.
12. Must demonstrate effective leadership and supervisory skills.
13. To perform this position successfully, an individual must be able to satisfactorily perform each function listed under the essential functions and physical demands categories of this position description.
14. Must have an excellent past work record, including attendance.

PREFERENCE: Preference will be given to those of Native American descent.

CLOSING DATE: September 20, 2022 @ 4:30 PM

APPLY TO: Send Resume and Application to:

Anna Carrick; HR Generalist
Bay Mills Human Resources Department
12124 W. Lakeshore Drive
Brimley, MI 49715
(906) 248-8523

amcarrick@baymills.org

Subject: Marketing Lead

Applications can be found on the Bay Mills website at www.baymills.org under the employment section