

Retail Marketing Manager

Gold Flora

Costa Mesa, CA

\$39,000 - \$40,000 a year - Full-time

Job details

Salary

\$39,000 - \$40,000 a year

Job Type

Full-time

Benefits

401(k)

Dental insurance

Health insurance

Paid time off

Vision insurance

Full Job Description

Position Summary

This position is responsible for the ideation and execution of compelling retail marketing campaigns and activations for King's Crew in Long Beach, CA. Equal parts thinker and doer, you will be tasked with creating unique experience across a multitude of channels including in-store and online that drive maximum value for customers while also optimizing ROI on marketing spend. Must have cannabis experience.

Essential Duties and Responsibilities

- Retail Marketing Management
- Work with Creative Director and General Manager to expand retail marketing efforts, ensuring cohesive and consistent execution and messaging in the retail environment
- Ideate, develop, pitch and flawlessly execute innovative, customer-engaging campaigns that drive action across business KPIs
- Manage retail promotional execution, staff education, tracking and reporting – ensuring proper sell-through of campaigns across all retail mediums
- Own staff education of campaigns including sell-through strategy and positioning
- Expand retail merchandising efforts across in-store, e-commerce and delivery business units
- Work with cross-functional teams as we expand digital commerce platforms, funnels and fulfillment
- Coordinate with purchasing department on marketing calendar, launch plans and innovation to drive customer engagement
- Manage and monitor digital presence, such as website, Leafly, Weedmaps, Yelp, etc.
- Develop internal campaigns to reinforce the King's Crew mission and values with retail staff
- Ownership over promotional and editorial calendar and planning.
- Management of the positioning of brands and products both in store and online.
- Management of external marketing campaign efforts including advertising, events and co-marketing

- Vendor relationship building, key account management.
- Promotional Campaign Execution for monthly brick and mortar and our ecommerce platform.
- Sell and Manage Paid Advertising both in store and online.

Retail Brand Activation

- Pitch, secure and manage innovative brand retail activation programs – leveraging physical retail assets to maximize customer value exchange
- Manage brand partner activation calendar
- Ideate, propose and execute retail activations that provide customer value at every interaction
- Work with studio to brands media program and identify opportunities for expansion

Retail Marketing Automation

- Work across retail and marketing organization to expand retail-centric acquisition and retention marketing automation efforts.
- Identify customer engagement opportunities and develop authentic journeys to maximize lifetime value and ROI
- Work with third-party development partners to implement campaigns
- Own reporting on automation, working to constantly improve conversion and customer lifetime value

SKILLS AND SPECIFICATIONS

- Cannabis, retail and/or e-commerce experience preferred
- Thinks strategically, but takes pride in flawless design and tactical execution focus
- Strong understanding of consumer insight identification, segmentation and target development
- Excellent verbal and written communication skills including skilled copywriting abilities
- Comfort and ease utilizing digital software including WordPress, Salesforce, POS, social media platforms, SMS text services, Mailchimp etc.
- Familiarity with paid (and organic) tactics and business management tools on Facebook, Twitter, Instagram, YouTube, Google, etc.
- Experience with design software; Adobe Illustrator, PhotoShop, InDesign, etc a bonus.
- Familiarity with marketing planning, campaign development and ideation processes
- Experience using data to measure impact and determine optimization and improvement techniques
- Can-do attitude to find ways to break down barriers
- SQL experience ideal but not required
- Ability and willingness to work flexible hours including occasional evenings, weekends, and some holidays to meet the needs of the business when needed

Physical Demands and Work Environment

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distant vision, and the ability to adjust focus. This position requires the candidate to travel to multiple locations and must have reliable transportation.

Job Type: Full-time

Pay: \$39,000.00 - \$40,000.00 per year

Benefits:

- 401(k)
- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Schedule:

- 8 hour shift

Experience:

- Marketing: 1 year (Preferred)
- Marketing & Advertising Occupations: 1 year (Preferred)

Work Location: Multiple Locations

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