

**ASSISTANT VICE PRESIDENT of MARKETING - FLORIDA  
JOB DESCRIPTION**

**Summary of Position:**

The Assistant Vice President of Marketing will be a qualified professional to lead our Florida marketing team. Reporting to the VP of Marketing, this person will be responsible for activating and launching the Slang portfolio of products in the state of Florida. The AVP will provide leadership and strategic direction on all aspects of marketing in this state. This position will have the unique opportunity to develop and implement a 360 marketing strategy using their knowledge and experience in developing a new market. This includes brand strategy and positioning, communications tactics, event strategy, advertising, digital media, social media, and creative outreach. This person will report data and deliver measurable results in order to support the growth of the business. They will also have a complete understanding of how the business operates and how our products best fit into the market. They will work closely with the Sales team and other business units to ensure strategies for the Florida market are executed on in a timely and organized manner. This individual must be creative and business savvy. They should thrive in a fast-paced environment with the goal of growth and innovation in a new market.

**Essential Job Functions:**

- Develop and implement a complete marketing strategy for activating a new market utilizing both interactive and traditional marketing channels
- Build and lead an effective team of professionals with strength in the brand and positioning strategy across multiple platforms
- Responsible for setting and managing the Florida marketing budget
- Leverage marketing insights, analytics, and testing to improve marketing tactics
- Monitor industry trends and competitor landscape in order to make decisions and suggestions on marketing strategy
- Understand business needs and make strategic decisions on how we function in the emerging market
- Create and distribute B2B and B2C communications and collateral for all Slang products and brands available in the Florida market
- Effectively manage content and events calendars for marketing and sales teams
- Expand brand awareness and in-store presence in dispensaries within the Florida market

**Skills and Attributes:**

- 5-7 years of relevant experience
- Background in a regulated industry is a plus (tobacco, alcohol, cannabis, medical device, etc.)
- Experience in developing a new market is a plus
- Demonstrated record of creating innovative marketing strategies in support of business goals

- Exceptional interpersonal and communication skills
- Strong management skills
- Strong project management skills
- Excellent verbal and written skills
- Detail-oriented
- Highly organized
- Thinks outside the box
- Must be in Florida or willing to relocate there