

MARKET MANAGER - FLORIDA JOB DESCRIPTION

Summary of Position:

The Market Manager will be responsible for managing the success of the portfolio of products in the Florida Market across 30 and growing retail locations. This person will be an effective communicator, able to build strong relationships, educate and foster brand affinity through their communications tactics. This success of the person in this role will be able to effectively operate between Sales, Operations and Creative focused job functions.

Essential Job Functions:

- Managing, fostering and developing strong retail relationships at dispensary retail locations.
- Be the primary point of contact for all dispensary contact throughout the state.
- Develop a trusted advisor and educator relationship with retail accounts.
- Forecast and track key market metrics.
- Responsible for keeping retail partners and customers satisfied and delivering exceptional client service day-to-day.
- Communicate and manage all needs for the state market with the National Sales team.
- Oversee training and education programs for market in-line with national sales and marketing strategies.
- Vetting and prospecting opportunities for the brands within the market.
- Managing and overseeing the sales team.
- Liaison between the local marketing and Headquarters.

Skills and Attributes:

- Ability to travel 40%+ of the time.
- Excellent communication skills both verbal and written.
- Ability to communicate, present and influence credibly and effectively at all levels of the organization.
- Experience in delivering client focused solutions based on customer's needs.
- Ability to organize, manage and prioritize your schedule with minimal oversight.
- Strong attention to detail.
- 21+ years old.
- 3-5 years in a Sales or Marketing Role.
- Confident in all Microsoft Office Programs (i.e. Word, Excel, PowerPoint).
- Ability to work 40+ hours a week, including nights and weekends as needed.