

Brand Ambassador Job Description

We are looking for a part-time Cannabis Brand Ambassador who will be responsible for the representation of all products and brand(s) to cannabis consumers and wholesale decision-makers.

As a successful candidate, you will be involved in increasing brand awareness and sales by promoting our products through various media channels. You will work closely with our sales and marketing divisions to achieve its marketing goals and objectives, such as communicating the value of our products to customers, tracking customer feedback, and representing the brand at launches and events.

To excel in this role, you will have excellent communication and networking skills, and a strong presence on social media. Previous experiences as a brand ambassador or similar role is strongly desired, as well as knowledge of sales and marketing principles.

RESPONSIBILITIES:

- Represent company and brand by executing various marketing events, such as vendor days, sample drops, competitions, festivals, tradeshow, networking events, and awards shows.
- Coordinate event logistics with the marketing department to ensure sufficient materials, personnel, and product distribution.
- Collaborate with the marketing team to ensure that brand and value proposition materials/mediums are actively updated and distributed.
- Track and report on communications and outreach tied to events and vendor days.
- Lead conversations with consumers members of the industry, both business and consumer, about the brand and company, including company vision, culture, product offerings, processing methods and upcoming launches.
- Understand and implement strategies and policies created by the Director of Marketing.
- Participate in internal meetings to engage with the marketing and sales team on products and market trends.
- Maintain current knowledge on market events, collaborations, partnerships, and market trends, including initiatives of competitor brands.
- Maintaining displays in various locations, making sure the brand is recognizable.
- Educate budtenders on our products and win their support.
- Monitoring customer feedback and escalating complaints to the marketing department.

SKILLS:

- Associate's Degree or 3+ years related experience or equivalent.
- Proficient with Microsoft Office, Excel, and CRM software.

- Willingness to travel to customer locations as needed, work from alternate locations and work outside normal business hours as needed.
- Ability to transport various promotional materials to and from events in your personal vehicle & ability to operate the company vehicle on occasion. Travel reimbursement provided.
- Strong results- orientation and commitment to quality, performance and deliverables.
- Effective multi-tasker with demonstrated ability to prioritize.
- Demonstrate strong verbal and written communication skills; ability to correspond in a professional, businesslike manner.

REQUIREMENTS:

- Cannabis industry and customer service experience required
- Friendly, approachable, and outgoing personality
- Weekend and evening availability
- Must be a licensed driver with a car and be willing to travel throughout the state of Michigan
- Must be over 21+
- Must have experience in events and smaller activations
- Ability to complete reports in a timely manner
- Working knowledge of social media platforms and tools
- Maintaining a positive image of the brand at all times
- Must be able to stand for extended periods of time
- Must be able to lift 50 pounds comfortably and be able to squat, kneel, twist, and bend comfortably

To apply, please email your resume and cover letter to jamie@truenorthcollectivemi.com and joe@truenorthcollectivemi.com