

PURE SUNFARMS™

Commercial Specialist - Ontario

Pure Sunfarms is a vertically integrated, large-scale, low-cost supplier of high-quality cannabis to the Canadian adult recreation market, headquartered in Delta, BC. As a 50/50 joint-venture of Village Farms and Emerald Health Therapeutics, Pure Sunfarms is backed by one of North America's leaders in high-tech greenhouse growing.

We are trail blazing this industry with some serious clout – and by serious, we mean a 30-year track record of operating mega-scale greenhouses. We are led by a team of seasoned executives along with a team of cultivation experience from around the world. Let's just say - we are building and operating on a whole new level.

Here is where you come in as a Commercial Specialist-Ontario: you will be responsible for increasing brand awareness and sales by promoting our brand values and products through retail channels in Ontario. Reporting to the Director of Brand and Commercial you'll play a critical role in the development and management of all accounts in Ontario and contribute to the overall development of Pure Sunfarms within the market.

ESSENTIAL FUNCTIONS

Relationship Building:

- Builds, owns and nurtures relationships with each account in the assigned territory creating strong partnerships (Customer base includes a mix of Multi-Store Private Retailers and National Chains)
- Build community through service and authentic connection with ownership, management, budtenders, influencers

Education and Trade Marketing:

- Represent the brand during store visits, at launches, trade fairs and events
- Present and communicate PSF brand ethos, PSF culture (mission, vision, goals)
- Present educational platform - train groups of budtenders and distributors about our products, growing methods, quality standards, ensuring they are well educated and trained about the Pure Sunfarms brand and product portfolio.
- Develop and execute Marketing Initiatives including in-store and off-site activations.

Traditional Sales + Business Development:

- Conduct strategic business reviews: Develop and execute strategic customer plans for each account (together with the Brand + Commercial Director)
- Proactively identify customer needs and business opportunities, develop and execute creative selling solutions to grow sales and consumer awareness of the brand

- Develop, implement and maintain in-store sales essentials to capture customer mind-share: Distribution, Shelving/ Primary Placement, Pricing initiatives, Display POS, Promotions, Product Quality Standards – ensures these are executed flawlessly
- Monitors market performance and ensure all accounts are delivering optimal customer service, education and sales to ensure Pure Sunfarms standards are executed
- Gather and communicate market intelligence and feedback from account partners to Brand & Commercial Director. Shares and understands the competition. Pays attention to industry trends and creates plans accordingly
- Leverage customer insights to develop a competitive advantage with retailers
- Proactively manage pricing consistency in dispensaries to ensure we remain competitive, in-line with our pricing strategy feedback to internal team to ensure we evolve as necessary
- Competitive Analysis and track what other LPs are doing in the market

We work in a fast pace environment, rolling up our sleeves to build something bigger than ourselves. Other duties may arise from time to time/most of the time and as a team, we look to support each other.

YOUR BRAND YOUR STORY

We already know you love working with customers and increasing brand visibility and sales, but we want to know more about your strengths. You're good at the following:

- Minimum 4+ experience in retail / B2B sales / Wholesale / Trade Marketing / customer service
- Demonstrated knowledge or sales best practices, joint business planning and account management
- Excellent communicator and trainer
- Interest, knowledge and passion for Cannabis an asset
- Excellent interpersonal skills: Influencing & Networking. Ability to establish and develop mutually beneficial and trusting business relationships
- A self-starter who is driven to succeed and exceed goals. Proven track record in delivering growth objectives and critical KPI's
- Passion for learning, sharing, and continuously developing
- Creative thinker focused on providing innovative solutions
- Must have a driver's license and willingness/ability to travel within a geographic region extensively.
- Must have the ability to obtain and pass a RCMP Criminal Record Check and maintain security clearance.