

# PURE SUNFARMS™

## **Manager, Communications**

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 Manager, Communications: you will lead proactive media relations and communications programs for Pure Sunfarms. You'll be working alongside a talented team of collaborative marketers who excel in our fast paced, ever changing environment. The team leverages industry knowledge and insights in order to apply impactful communications strategies and tactics that support the company's mission and business objectives.

## **ESSENTIAL FUNCTIONS**

- Bring Pure Sunfarms' story to life through messaging, narratives, campaigns, programs, and more
- Maintain a strong network of media contacts among both top tier business and trade press
- Represent the company to stakeholders, interested parties and the public
- Manage day-to-day public relations and communications operations, serve as a company spokesperson to the media and the general public
- Create compelling content with a purpose
- Work cross-functionally to develop press releases, talking points, submit award submissions, and speaking opportunities

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 and as a team, we look to support each other.

## **YOUR BRAND YOUR STORY**

We already know you love working with communication strategies and media relations, but we want to know more about your strengths. You're good at the following:

- Highly articulate, strong interpersonal skills with a collaborative working style

- Detail-oriented
- Strong writing capabilities for a variety of audiences/channels
- Strong problem-solving abilities
- Strong project management skills (ability to manage multiple workflows/deadlines simultaneous and effectively)
- Ability to integrate strategic thinking with tactical activities
- Understanding of social media environment for a consumer landscape
- A strong understanding of the Canada's and British Columbia's media landscape
- Diploma, degree or certification in communications or public relations preferred
- 4-6 years of experience in a communications role
- Experience in managing public relations activities, including but not limited to media relations, including pitching, relationship building, interview coordination & preparation, media training support, and media list management
- Experience drafting speaking notes, media releases, reports, briefing notes, messaging, Q&As and other corporate communications and consumer-facing materials
- Experience with traditional and social media monitoring and reporting
- Experience with event coordination and execution
- Must have the ability to obtain and pass a RCMP Criminal Record Check