



Commercial Operations Manager

Driven by a love of plants, Pure Sunfarms is one of Canada's largest, single-site, licensed producers of high-quality, greenhouse-grown cannabis based in BC's Fraser Valley (Delta). We are proud to bring together individuals from a wide breadth of industries, backgrounds, and experiences, and promote a culture of belonging where everyone can truly be themselves – in every form of expression that is natural to them. This is our priority and guiding light at Pure Sunfarms, driving our uncompromising approach to quality and success within the Canadian recreational cannabis market. We believe our differences are our strengths, letting us look at cannabis in a whole new light.

ESSENTIAL FUNCTIONS

- Oversee and develop a cohesive national approach to our commercial GTM initiatives
- Develop customer and market segmentation, build robust business cases and commercialization of products.
- Lead overall customer strategy and focal point within retail to ensure marketing collateral, applications and solutions support our overall growth strategy and aligned across Brand & Commercial
- Develop and implement KPIs and tools to effectively monitor and report at regional and national views.
- Develop reports to monitor trends and provide insights.
- Lead the development of internal processes for driving performance with retail sales team
- Ability to develop customer needs into applications solutions driving business growth
- Lead the development of best practices to develop effective value propositions aligned to segmentation and regional specific requirements
- Support the development of strategic planning initiatives
- Lead/ Oversee the development of sales tools: CRM, Retail Portal, Fulfillment partner, sales reporting etc.
- Effectively manage communications throughout the Commercial department (field sales reps) to ensure programs and initiatives are implemented effectively.
- Conduct regular business reviews with field sales reps and retail stores to identify opportunities and co-develop solutions to drive operational success
- Support, where needed, provincial board initiatives

OTHER DUTIES

We work in a fast-paced 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 in Brand & Commercial, but we want to know more about your strengths. You're good at the following:

- Experience in retail operations, project management, B2B Account Management
- Demonstrated people management skills
- Strong analytical skills and competency using Excel, Word, and PowerPoint
- Possess exceptional organizational & planning skills including attention to detail
- Exhibit creative thinking and strong analytical skills
- High emotional intelligence, with strong interpersonal, relationship management and networking skills
- Detailed oriented and ability to process the Big-Picture items
- Must have the ability to obtain and pass a RCMP Criminal Record Check and maintain security clearance.

At Pure Sunfarms, we are growing our team with the same care we devote to growing our plants. We are proud of the diverse and inclusive culture that we have built and are excited to learn more about your experiences and how you can contribute to Pure Sunfarms and the cannabis industry.

Please send your resume directly to careers@puresunfarms.com