



## Community Relations Manager

### Job Profile

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.

Pure Sunfarms is looking for a Community Relations Manager who is passionate about connecting brands to their communities to make change, as well as bringing internal teams together through strong communications. As someone who seeks out ways to make a difference in your community, you are a relationship-builder, a team-promoter, and a passionate story-teller.

#### ESSENTIAL FUNCTIONS

- Lead the execution of Pure Sunfarms' social impact efforts
- Work closely with our People & Experience, Health & Safety, and Operations teams at Pure Sunfarms to:
  - Identify and execute various volunteer opportunities for Pure Sunfarms team members
  - Support and, at times, manage various internal communications programs/efforts
  - Support with the development of internal communications regarding programs/efforts and other announcements
- Serve as a key point of contact between Pure Sunfarms and various not-for-profit and community groups
- Represent Pure Sunfarms at local community events
- Establish, negotiate, and maintain ongoing partnerships with key stakeholder groups
- Develop communication materials to support our local efforts, both internally for employee audiences and externally on behalf of the brand
- Work in partnership with the Brand team to develop content for our social media channels as required
- Conduct ongoing tracking and reporting of Pure Sunfarms CSR and internal communications efforts

#### OTHER DUTIES

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 community relations, but we want to know more about your strengths. You're good at the following:

- Highly articulate and strong interpersonal skills
- A flexible and collaborative working style since you'll be working with a broad cross section of people and specialties.
- Detail-oriented
- Strong writing capabilities for a variety of audiences and channels
- Strong problem-solving abilities
- Strong project management skills
- Understanding of social media landscape
- Diploma, degree or certification in communications or public relations preferred
- 3+ years of experience in a communications role
- Must have the ability to obtain 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're proud of the diverse and inclusive culture that we've 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](mailto:careers@puresunfarms.com)