

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

- Overall web strategy driving brand awareness
- Database growth strategy and implementation
- Website management including retail and media portals
- Ecomm strategy and management
- Collaboration strategy and implementation
- Paid media
- Working with external partner on SEO strategy and implementation
- Digital Listings (retail partner sites, Leafly, Dutchie, etc)
- Newsletters
- Build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against
- Goals (ROI and KPIs)
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Liaison with Glasfurd & Walker

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

- Degree in Marketing or a related field
- Proven working experience in digital marketing
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Strong analytical skills and data driven thinking

- Demonstrate experience leading and managing marketing database, email, social media, and/or display advertising campaigns
- Up to date with latest trends and best practices in online marketing and measurement
- Must have the ability to maintain and pass an RCMP criminal record check and obtain 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