

Director of Marketing
WYNK
Remote

The Company

Our client has launched a new-to-the-world, cannabis-infused seltzer - conceived when the co-founders dreamt of crafting a delicious drink that actually helps people unwind...without impacting how they feel the next day. Take their dream and mix in plenty of quarantine time and the dream became reality.

Launched earlier this year, this progressive brand competes in the white-hot cannabis industry. But in a space that is new and wide-open: infused beverages. Our client's ambitious goal is to be the 1st national cannabis beverage brand, offering consumers a relaxed buzz without a hangover!

We are looking for a VP, Director of Marketing to continually steward the strategic go-to-market and expansion growth plans for our client. As the overall marketing team lead, your primary responsibilities will include annual and long-term strategic business planning, product development and breakthrough innovation, holistic brand management & brand marketing, and marketing team leadership and mentorship.

Position Responsibilities

- Lead and own annual and multi-year strategic planning for the business, the brand and its portfolio of products to ensure sustained organic growth
- Drive an agenda of continuous product innovation (base enhancements, line extensions, new benefits, new form factors, etc.) based on evolving consumer wants and desires
- Steward all brand equity building marketing efforts with an eye on delivering breakthrough storytelling that is highly distinctive relative to other competitive products (both in and out of the cannabis category). Define an inspiring vision for how the brand's purpose can gain more than its fair share of consumer attention and love
- Build a high-performance marketing team through mentoring and teaching, aligning the right talent to the right projects, identifying new talent outages/needs, and building a team culture founded on entrepreneurial drive + hustle + passion for taking a great brand into the future
- Own the financial health of the entire marketing function, overseeing the team's P&L and helping the company achieve strong profitability sooner than most other product start-ups
- Challenge the team to stay at the forefront of "what's new" with emerging media & technology & data analytics
- Provide high-level oversight and guidance to the field marketing team which will manage events and promotions state-by-state given differing compliance/regulatory laws across the country

- Help the company extend to a DTC distribution model in the near future; and stimulating additional, national distribution growth concurrent with future, full federal legalization of cannabis products

Position Qualifications

- 15+ years of progressive CPG marketing strategy and brand equity building leadership
- Tangible track record of bringing meaningful, new product innovations to market
- Strong understanding of the DTC business model, ideally with 3+ years "hands-on" experience
- Holds a portfolio of prior brand campaign work with insightful storytelling and breakthrough distinctiveness
- Proven omni-channel media/marketing experience covering all upper to lower funnel strategies & tactics ("traditional," digital and beyond...)
- Aptitude and passion for modern consumer experience planning to ensure a brand meets the needs of a consumer at every point of interaction (not just media moments)
- Graduate degree in business administration (MBA preferred)

Qualified applicants should send their resumes to jobs@drinkwynk.com. Applicants should not contact Argentum Strategy Group.