

**Senior Brand Manager**  
**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 Senior Brand Manager with strong CPG marketing skills. In this role, you will be responsible for managing our client's brand and its messaging nationally. We're seeking an experienced, enthusiastic and strategically-minded individual interested in driving top-line growth for a cannabis beverage brand that offers consumers a completely new way to relax and chill...

**Position Responsibilities**

- Develop and lead execution of breakthrough marketing plans that build brand equity and loyalty in collaboration with internal and external agency partners
- Maintain consistent national brand voice including championing the value proposition and maintaining brand guidelines throughout the organization
- Evolve brand as needed in a face-paced, quickly evolving category while maintaining consistency with core brand essence and vision
- manage multiple agency relationships to effectively communicate an approachable way to consume cannabis to non-cannabis users.
- Plan and execution of all communications and media actions on all channels, including online and social media
- Lead product development, pricing and new product launches Work closely with sales to manage field activation and product launches including packaging, sales materials, distributor education and consumer events
- Lead the creation and management of promotional collateral
- Managing the budget for all marketing efforts.
- Tracking, reporting, and presenting competitor and customer insights analysis using available data sources.
- Maintaining a deep understanding of category, competitive, and consumer dynamics
- Measuring and reporting the performance of marketing campaigns. Assess all campaigns against appropriate ROI goals.

- Working closely with the compliance team to navigate the highly regulated-nature of the cannabis category.
- Manage, coach, and develop one Associate Brand Manager and provide informal mentorship to other teammates across the marketing team and broader organization
- Grow and evolve marketing organization, including agency partners, as needed

**Position Qualifications**

- Bachelor's degree in marketing or related field
- 5-7 years of consumer packaged goods marketing experience
- Experience and deep understanding of CPG + DTC marketing
- People management experience required
- Strong analytical and creative problem solving abilities
- Experience working with innovative brands a plus
- Knowledge of product pricing, packaging, distribution and positioning
- Familiarity with latest marketing trends and best practices
- Organizational skills, experience meeting tight deadlines
- Excellent communication and teamwork skills
- Results-driven attitude

Qualified applicants should send their resumes to [jobs@drinkwynk.com](mailto:jobs@drinkwynk.com). Applicants should not contact Argentum Strategy Group.