



Director of Marketing

It's not often that a company changes the way an industry works, creating explosive growth. Through data, science, and technology, Agrify is fundamentally transforming the cannabis industry so is seeking energetic and creative marketers who want to be a part of a winning team conveying compelling stories of relevance promoting engagement and making an impact. If you've ever longed for an opportunity to be surrounded by motivated, enthusiastic and supportive colleagues promoting products making both a commercial and a social impact, now's your opportunity to shine. With a "who's who" list of lighthouse brands in the industry, Agrify is a fast-paced and nimble hyper growth company on track to dominate the industry.

Agrify is a rapidly growing company that is becoming the most innovative and vertically integrated solution provider in the cannabis & hemp industry. We take pride in delivering the highest consistency, quality, and ROI for our valued customers. We have an immediate opening for a **Director of Marketing** in our Shared Services group wanting to make a highly visible impact on the company's growth. For more information about Agrify, check us out at www.agrify.com

Job Description:

The Marketing Director is an experienced marketing professional with a proven track record of articulating messages of relevance, attracting new customers through a variety of channels, engaging customers through both inbound and outbound campaigns, using evidence to optimize results, and leading both internal and agency teams by example.

Results oriented, a digital marketing powerhouse, and expert at articulating messages of relevance, this self-starter will own and invest in their "franchise" to help drive the company's explosive growth. Creative, collaborative, and evidence driven, a critical thinker who can communicate effectively, is energized by creating and executing engagement programs producing desired behaviors, and having the energy to immediately jump in the deep end with highly intelligent and motivated colleagues is a must.

The ideal candidate will equally possess technical skills for the "science" of marketing along with a creative flair for the "art" of marketing, creating go-to-market strategies and campaigns that are engaging, compelling, and represents our brand promise in a way that no competitor or alternative can sign. Reporting to the SVP of Marketing, this highly visible role will directly learn how to run a world-class marketing organization in an industry experiencing explosive growth.

Responsibilities:

- Actively contribute in defining go-to-market strategies supporting corporate growth objectives
- Manage both inbound and outbound customer engagement to increase pipeline redundancy and accelerate pipeline velocity
- Manage PR and communications programs advancing both corporate and product brand standing
- Work collaboratively with business unit marketing teams achieving key objectives
- Ensure uniformity and consistency of brands across company and product brands
- Manage external contract marketing, PR and creative agencies to productivity
- Managing both paid and organic digital marketing campaigns across all channels
- Develop effective marketing channel mix supporting company sales and business goals on time and on budget
- Managing content generation in consultation with subject matter experts across the company
- Accurate and timely reporting on representative marketing metrics
- Contribute material and logistic support for event and award programs
- Preparing content for internal communications campaigns and presentations

- Remain current on contemporary marketing principles, brand management, communication strategies and social channel tactics

Skills and Qualifications:

- Bachelor's degree and/or advanced degree in Marketing or equivalent
- Experience in the cannabis, or related industry a plus
- Demonstrated experience with B2B messaging and positioning of a technology or scientific product
- 5+ years industry experience in marketing role
- Proficiency in authoring tools such as Adobe Creative Suite and Microsoft Office applications.
- Proficient in Hubspot's marketing automation platform for inbound and outbound engagement
- Prior experience with Salesforce.com or similar CRM

This position requires some national and international travel in execution of tradeshow and events.

In addition to excellent growth opportunities, Agrify provides competitive compensation, a benefit package that includes medical, dental, and vision insurance, a 401K plan, and PTO time. If you believe you will be a strong fit for this position and has what it takes to become a valued member of our high-quality team, then contact us at opportunity@agrify.com