



MJ FREEWAY

Brand Stories Manager

The Brand Stories Manager (BSM) is responsible for creating brand stories that connect MJ Freeway with target audiences, including existing customers, potential customers, government officials, and cannabis business enthusiasts. This role will primarily involve researching, writing and editing unique and compelling messages that connect with consumers and pivoting that content based on test results and team objectives.

The ideal candidate is a self-starter with extensive creative and business writing/editing experience, a keen eye for detail, and a process-oriented mindset. A high emotional intelligence for converting consumer insights and/or pain points into appropriate compelling messaging is critical. The BSM owns MJ Freeway content, brings every creative channel more closely integrated and working in synergy through content, is the consistent content creative director, and drives the communications as the industry landscape evolves for our consumers. The BSM ensures that MJ Freeway is a cannabis thought leader not a follower.

Responsibilities:

Strategic Content Planning (20%)

- The BSM develops a long-range strategic content plan that solidifies and expands MJ Freeway's position as cannabis business thought leader and technology innovator.
- The BSM builds this plan with the goal of driving brand recognition, increase in brand perception scores, and lead increases. The BSM will work cross-functionally to get input from key stakeholders including Sales and Demand Generation team.
- The BSM measures the plan effectiveness and adjusts accordingly to meet goals of audience engagement and lead generation.

Content development (80%)

Brand Stories Manager oversees the entire content development process, including idea generation, message positioning, content writing and revisions, overseeing design / content production, ensuring timely and on-budget delivery of final content, and measuring content results.

Content types include:

- White papers
- Industry briefs
- Social media posts
- Blog posts
- Webinars
- Website content
- Event agendas and scripts
- Print and digital advertising
- And any emerging or paradigm-breaking content channels identified by BSM



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Experience and Skills:

- Bachelor's degree with at least 5 years of experience building and executing content for brands and products
- Experience in B2C or B2B brand management or marketing
- Experience leading a cross-functional team
- Interest and experience in cannabis culture and/or small businesses
- Strong writer and ability to present complex information simply for various audiences
- Multi-dimensional thinker
- Strong leaning to strategy and innovation
- Strong preference for candidates in a cannabis adult-use legal state (AK, CA, CO, MA, ME, MI, NV, OR, VT, WA, and Washington, D.C.)

Benefits summary

- Salary for this role is competitive.
- 100% company-paid medical, dental and vision insurance,
- Generous vacation policy
- Positive and passionate work environment where we live by three principles:
 - Do the right thing
 - Be part of the solution
 - Show people that you care

Sound like the place for you? Please submit your cover letter and resume to jobs@mjfreeway.com.