

Market Activation Manager – Job Description

Tilray Beverage

Tilray Brands is a leading global lifestyle and consumer packaged goods company with four distinct and complementary business segments including medical and adult-use cannabis, medical distribution, wellness foods, craft beer, spirits, and beverages. Tilray Brands is on a mission to change people's lives for the better – one person at a time – by inspiring and empowering the worldwide community to live their very best life, enhanced by moments of connection and wellbeing.

Tilray is shaping the future of craft beer brands through their strategic, route to market approach that is redefining how craft beer brands are built. Tilray is looking to grow their expanding portfolio of brands, including brands such as Breckenridge, Sweet Water, 10 Barrel, Montauk, Hop Valley and more. In support of this effort, Tilray is seeking to drive brand development and revenue delivery from the account and market level back.

To accomplish this, AMP-CPG in partnership with Tilray brands is seeking transformation hounds that thrive in growth environments and long to play a role in building something bigger, while being positively disruptive in the craft beer space. The right candidate will be an activator to the core and will find fulfillment by matching the right beer solution to the right consumer, in the right place at the right time. This individual will also have a longing and a healthy restlessness to be out on the road while traveling and spreading the Tilray brand message by delivering retail executions that provide product solutions to consumers in hyper-targeted markets across the country.

The Tilray Market Activation Manager will thrive after fulfilling these solutions by bringing them to reality through the daily execution of selling in distribution and displays into convenience, liquor, independent accounts and grocery stores and selling in points of distribution (tap handles and package) and point-of-sale into targeted bars and restaurants in key, highly focused markets within a well-defined geographic footprint. They will have an unquenchable desire to share and spread the brand stories of Tilray's portfolio of craft beer brands and through their efforts, will inspire their connected business partners to carry this message forward after their moment of impact in each market is complete.

This position, while being supported by the AMP-GPG branding agency, is an integral part of the Tilray Brands' Commercial team and will report directly into the Tilray Commercialization Director. Each of these roles will need to live in their home market of: Atlanta, GA, Denver, CO, Portland, OR, New York City or Long Island, NY and will be expected to travel a minimum of 30 weeks out of the year.

This role will be a force for change by executing the following:

- **Off-Premise Distribution & Displays**
 - Secure and expand points of distribution in retail outlets, ensuring optimal product and package placement based on targeted account distribution goals
 - Sell-in effective in-store displays that represent Tilray brands, while driving the right sales tactics
- **On-Premise Distribution and Point-of-Sale (POS) Placement**
 - Secure new points of distribution to increase the brand's presence in bars, restaurants and other targeted on-premise locations.
 - Ensure brand presence by selling in key point-of-sale placements in targeted accounts.
- **Partnership – Distributor, Tilray Sales and Brand Teams**

- Build in-the-moment relationships with distributor partners and the local Tilray Sales teams that inspire carrying individual brand and POS placements over the long term.
- Collaborate with the marketing team to ensure brand goals are executed within an individual market and targeted account
- **Sharing Wins**
 - Fuel brand growth in other markets by sharing what you've built either thru a quick photo, video or text
- Ability to travel both regionally and nationally 40 weeks out of the year within the United States

Critical Success Factors

- Passion for craft beer coupled with an insatiable desire to learn and share
- Resourcefulness: Agility to find the right solution in the moments of need
- Teamwork: Ability to work cross-functionally with local and national partners across brand, sales, and beer distributor partners
- Adaptability: Inherent understanding and ability to morph to the business need while remaining true to the tents of the brand and sales proposition
- Be an activator to the core
- Find fulfillment in matching the right brand solution to the right consumer, in the right place
- Have a healthy restlessness to travel
- Be able to manage travel and expense budgets
- Find fulfillment in delivering retail execution that delivers product solutions while driving immediate results
- Thrive after fulfilling their mission of gaining:
 - Points of distribution and displays off-premise into convenience, liquor, independent and grocery stores
 - Gain Tap handles and package distribution and point-of-sale into targeted bars and restaurants
 - Build brands at the retail level

Required experience

- Proven track record of delivering quantifiable results
- Demonstrated results in working with multiple stakeholders across functions
- Strong collaborative skills
- Self-driven and motivated
- Fluency in problem solving
- Proficient in time management and organizational skills
- Ability and willingness to work occasional nights and weekends
- Experience working in a retail environment a plus
- Comfort working with mobile technology and MS suite
- Ideal candidate will have at least 1-year of professional experience
- BS / BA degree required
- Alcohol beverage experience is ideal
- College degree desired
- Willing and able to travel
- MUST BE 21-YEARS OLD or OLDER
- Ability to lifting objects of 40lbs or heavier