



Marketing Manager

About Terpli

Terpli is an early-stage cannabis-tech platform connecting the right people to the right cannabis products. Terpli, is a product recommendation engine and review/reward platform to help cannabis consumers diagnose product effects before purchase via an algorithm that analyzes over 100 data points for each product. By incentivizing reviews with deals and discounts from our partnered brands and retailers, Terpli generates a unique set of post-consumption insights which we commercialize to enrich operators about consumer preferences.

We are at the MVP phase with our first product available in market for iOS and Android, with a small team of four, including a founder, principal engineer, data scientist, and social strategist. This would be a part-time role to start until we reach the traction and funding necessary to support the role full-time.

The Role

As a self-starting and hands-on Marketing Manager, you will help build out and lead Terpli's strategy, planning, and execution for all our marketing functions. This role will involve the development and execution of our affiliate and advertising models, as well as the implementation of our product, growth, and branding strategies. You should have experience working with consumer-facing applications and can expect to work closely with our product team to oversee product design development and refine the look and feel for Terpli's app. Startup and cannabis experience are a huge plus!

What You'll Do

- Design and execute campaigns across advertising, PR, social, and brand strategy that effectively grow Terpli's users within respective markets and retain existing users.
- Analyze data and review week over week channel performance reports to inform decision making and recommendations
- Building a brand that has local relevance to our target customers across markets.
- Develop and execute marketing plans regarding branding, go-to-market, and customer acquisition & retention strategies.

- Lead customer profiling efforts to define user personas, markets and subsequently growth and product efforts.
- Transform the CEO's vision into actionable marketing strategies.
- Partner with product and content marketing teams to improve messaging and identify new content for campaigns and sales consumption

About You

- Have experience across all facets of growth marketing including advertising, SEO, social media, paid media, etc.
- Have experience managing consumer-facing applications / products
- Have experience building brands and executing efficient customer acquisition strategies
- You have managed and recruited teams in fast-paced environments
- You take on the responsibility to get things done, hit deadlines, and maintain a high pace (a clear entrepreneurial mindset)
- MBA / graduate level degree or equivalent work experience (5-10+ years)

Bonus Points for

- Cannabis experience
- Startup experience
- Los Angeles based, however we are open to remote

More Job Details

- This is an equity play at first for a part-time commitment (about 20 hours per week), with opportunity for salary once our next round is raised. More to be discussed upon selection as a candidate.

Application

- Please send resume and brief cover letter to pkasper@terpli.io for consideration.

Thank You!