

LOUDPACK

Client Dossier:

About Loudpack

[Loudpack](#) (LP), headquartered in Los Angeles is a cannabis consumer products company with over 350 employees and strong, rapidly growing 8-figure revenues. Loudpack is a grower, manufacturer, packer and shipper of some of the most sought after brands and products in the medicinal and recreational cannabis industry. With its state-of-the-art cultivation and manufacturing facilities in Greenfield, California, and corporate offices in Los Angeles and New York City, Loudpack is poised to become a global leader in the emerging cannabis industry. We are a fun and exciting company to work for who truly values our employees and offers industry-leading culture, wages and benefits.

California is our home. With a projected market size of \$25BB, it's the world's largest cannabis market. It's also the nation's oldest and most established cannabis market and the world's fifth largest economy. Consumer brands thrive here, and our brands are already beloved in the marketplace.

Loudpack Highlights:

- ❖ **VERTICALLY INTEGRATED producer of a diverse array of cannabis** products with over 150 SLPs across: **Inhalable:** Flower, live resin concentrates (e.g., budder, wax, shatter, sauce, sugar), distillates, disposable vape pens, and vape cartridges. **Ingestible:** Edible gummies, mints, honey, cookies, and others. **Topical:** Lotions, and balms.
- ❖ **EXPANSION @SCALE** Opportunistically entering new states to replicate California model of success; US cannabis market is projected to be >\$50BB by 2026 according to Cowen & Co.
- ❖ **CULTIVATION** LP wholly controls four fully licensed properties with up to 1.5 million SF of canopy to cultivate cannabis products in CA.
- ❖ **PROCESSING & MFG.** Market leading processing and manufacturing with annual wholesale capacity of \$750MM. LP processes raw flower and plant material into cannabis oils and concentrates using state-of-the-art extraction and purification methods at its own facilities.
- ❖ **DISTRIBUTION** via a majority (~100% by YE 2019) of the legally operating dispensaries in CA. New retail licenses are being issued rapidly, and we will penetrate these dispensaries as they open.
- ❖ **HYPER GROWTH** LP has been experiencing record setting, hockey stick growth rates month over month! In addition to organic sales and distribution growth, LP has also grown through acquisition. [Dr. Norms](#) is big in edibles and will soon become part of the LP family and brand wagon.
- ❖ **PRODUCT & BRAND LEADERSHIP** Award-winning, established brands in the marketplace across the product spectrum; 24 awards from the **High Times Cannabis Cup**. We are developing new brands and products at a rapid pace, becoming a one-stop shop for retailers to fill their shelves w/ quality & consistency.



Position Description:

Director of Social Media



- ❖ **Title:** Director of Social Media (DoSM)
- ❖ **Location:** Los Angeles (Sepulveda & Pico)
- ❖ **Reports To:** VP Sales
- ❖ **Compensation:** Highly competitive base + incentive bonus
- ❖ **Benefits:** Medical, Dental, Vision, 401k, paid life insurance; industry leading PTO

Insights into the Role:

VP, Sales, [Danny Corral](#), to whom this role reports, characterizes this role as, **THE FUNNEST JOB EVER!** for several reasons:

- Loudpack's stated mission is "**Feeling Good**", its products are **All about Quality** and at LP, **Cannabis is our Craft!**
- The target audience and therefore community LP is looking to build and ignite is **youthful** (22-40), **very plugged-in** to social and at the leading edge of a lifestyle and spirit born of the **legalization of recreational cannabis**.
- **Strategic:** LP is not looking to hand the DoSM the script, but rather find a strategic leader and thought partner who can participate in the development of the plan, strategy, budgets and then be held accountable for total execution.
- **A Blank Canvas:** Despite having a 6-figure base of followers across Social, this is an opportunity to actually craft the company's social positioning and messaging, build this critical function from scratch and set up and operate the analytics and dashboards to track the progress of its communities and brand across Social
- **The breadth and evolution of LP's products** means that their brands are well-suited to an inclusive strategy targeting a massive audience (think CEOs to counter-culture musicians) for engagement via social
- LP has **already attracted celebrity influencers by the dozens** and these celebs are keen to have a Social Media leader who can empower them to evangelize their brands and bring their communities into the LP fold!
- LP's **Brand Ambassadors** are a keep part of their selling strategy and this army is already doing outreach not only at retail, but at events, concerts and live social gatherings across California

Director of Social Media's Charter

Director of Social Media will be responsible for establishing and maintaining a robust, statewide social media presence for LP and its consumer brands. The selected DoSM will have deep, deep Social Media chops and a track record of success in building and scaling engaged communities via all social media channels including Instagram, Facebook, YouTube, SnapChat, Pinterest, Twitter and even LinkedIn as well as other emerging platforms.

The DoSM will take ownership of LP's less than aggressive (or historically successful) social media presence. To date, LP has targeted two primary brands for which it has begun to build a social presence and community. First is **KingPen** which has an organic community of 100,000+ and has the enviable positioning as "**Kristal of vape**". The second is **Loudpack** with a much smaller audience. The DoSM will start there and

execute a plan and then develop the content and execute the campaigns which will put LP at the top of the social media ranking for similar lifestyle consumer brands.

Principal Responsibilities:

- ❖ Collaborate with VP of Sales and LP Leadership to build the Social Media strategy, plan and budget
- ❖ Own the Social Media Budget and exceed plan
- ❖ Align social media messaging with LP brands and target demographics
- ❖ Develop, create and launch social-specific content to drive established outcomes and achieve community growth and engagement objectives
- ❖ Develop and execute social campaigns to drive engagement and brand awareness among consumers, influencers and retailers
- ❖ Work with department heads of Sales, Sales Operations and Marketing to establish the LP Analytics Stack capable of best tracking community growth, engagement and RoI
- ❖ Recruit, build and lead a team as required to support Social Media plans, goals and actual performance and establish an external posse of specialists and boutique agencies to launch boosted / paid social content and campaigns
- ❖ Expertly establishing social media accounts for selected LP brands
- ❖ Manage community engagement across social channels, including Yelp
- ❖ As LP expands nationally, developing a state-by-state strategy for managing LP's growing set of social channels
- ❖ Lead from the Front by establishing and maintaining strategic relationships with social platforms and key influencers

Skills & Experience Required

- ❖ Proficiency in all social media platforms including Instagram, Facebook, YouTube, SnapChat, Pinterest and Twitter as well as other emerging platforms including admin interfaces (insights, metrics, advertising, etc.)
- ❖ Evaluated and reported on digital media campaigns and expert proficiency in Google Analytics and related analytics tools and platforms; Experience developing insights from data to optimize **Self-starter** who can hit the ground running and LEAD; LP is looking to "steal somebody's lunch" not provide on the job training...
- ❖ **Entrepreneurial bent**, with ability to step into an organization where hyper-growth, controlled chaos and constant change are the order of the day; hands-on with all aspects of the business; able to move things forward and deliver continuous results without constant direction via on-site chain of command
- ❖ Data-driven, highly accountable—measure and dashboard everything!
- ❖ Minimum 3-5 years directly running social media for winning companies/accounts
- ❖ Track record which has emphasized mobile and video
- ❖ Experience in media planning, buying, and analysis with budgets exceeding \$500k annually
- ❖ Experience managing a team is preferred
- ❖ engagement with social content and to drive social strategy
- ❖ Demonstrated problem-solving capabilities in the face of ambiguity
- ❖ Demonstrated ability to delegate and collaborate in cross-team setting
- ❖ Demonstrated ability to write engaging social posts for a variety of brand voices
- ❖ Excellent attention to detail, grammar, spelling and proofreading

- ❖ Excellent interpersonal verbal and written communication skills required
- ❖ Knowledge of Cannabis and an affinity for the culture preferred

“We didn’t join this industry, we helped create it from scratch.”

Personality & Cultural Fit

At Loudpack, our people, our plants and our products are what set us apart. We exist to develop and distribute the highest quality cannabis on Earth. At Loudpack:

- ❖ Quality is everything
- ❖ Cannabis is our Craft
- ❖ Feeling Good is our Mission
- ❖ Educate—don’t mandate

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