



## SISTER MERCI

Sister Merci is a full-service creative firm solely focused on the North American cannabis industry. We partner with companies who share our vision of building a new industry that has been stigmatized for decades. As a strategist at Sister Merci, you will be given the rare opportunity to develop new brand concepts, build brand architectures from scratch, test, execute and validate research ideas and work with a creative team that actually likes working with strategists (!).

### What You'll Be Doing

- Planning and execution of advertising, marketing and PR initiatives and communications within the cannabis industry
- Develop and test new brand concepts
- Build brand architecture for new and existing brands
- Analyze and optimize campaign plans and provide direction to the creative team to ensure that projects are on-brief
- Research emerging trends to design unique and enduring personas
- Compliant media, social and channel planning and measurement
- Coaching the agency on the role of strategy in work as well as the development of junior strategists and interns
- Leveling up your strategist skill set - both hard skills (i.e. research methods, frameworks, brand arch development) and soft skills (i.e. working with creative, selling strat work)



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### **What You Bring Us**

- Post-secondary program with a focus in either social science (ideally anthro or sociology) or any form of formal business/marketing/communications training
- Curiosity that does not have an off button and a desire to build a new industry vertical
- 4-6 years of agency or related experience, but open to any discipline within that agency (creative, accounts) looking to transition into strategy
- The ability to absorb information and learn in a dynamic, rapidly changing industry
- You've read some strategy books and have a philosophy on research methodology

### **What We Offer**

- A strong company culture where collaboration and communication are at the forefront of our everyday activities. You will have multiple opportunities to work 1-on-1 with different members of the Sister Merci team to gain valuable knowledge and experience.
- The opportunity to bring net-new brand concepts to market in Canada and the USA



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- Remote work, though sometimes work in collective meeting spaces or meet with clients in and around Toronto and Hamilton, so GTA location is preferred
- The opportunity to gain experience and insights into the cannabis industry and other regulated industries
- Full benefits, vacation and the use of a new macbook

Application deadline: 2022-05-08

Expected start date: 2022-05-8

Job Type: Full-time