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Retail Marketing Manager

Description

Retail Marketing Manager

Location: Greater Boston Area – Hybrid (3 days per week in office)

Employment Type: Full-Time

Compensation: ~\$80,000 annually

Travel: ~25%, primarily to in-state dispensary locations with occasional travel throughout New England

Reports To: VP of Marketing

The Opportunity

Our client, one of the largest and most established cannabis companies in the United States, is seeking an experienced Retail Marketing Manager to join its marketing team in the Greater Boston area.

This is a hands-on, market-facing role focused on driving traffic, customer engagement, and repeat visits across a multi-location retail operation. The Retail Marketing Manager will develop and execute local marketing initiatives, events, partnerships, promotions, and community-based programs designed to strengthen the company's presence within each market it serves.

The ideal candidate brings direct experience in multi-location cannabis retail marketing and understands the unique advertising, promotional, and regulatory requirements of the industry. This individual will work closely with retail operations, brand, creative, CRM, and outside partners while maintaining the autonomy to plan and execute a comprehensive calendar of local marketing activity.

Responsibilities

- Develop and manage local field marketing initiatives designed to increase traffic and customer engagement across multiple dispensary locations.
- Plan and execute in-store events, activations, promotions, and other traffic-driving initiatives.
- Manage out-of-home advertising efforts and identify market-specific opportunities to increase brand and dispensary awareness.
- Support retail teams with promotional materials, point-of-sale assets, campaign planning, and local marketing initiatives.
- Develop and execute seasonal, monthly, and evergreen campaigns designed to increase dispensary traffic and average order value.
- Manage relationships with third-party and wholesale brand partners to develop engaging in-dispensary promotions.
- Coordinate local press and publicity efforts within individual markets.
- Manage local social media initiatives, including content creation and community engagement.
- Develop and manage local brand ambassador relationships and programs.
- Partner closely with retail operations, brand, creative, CRM/lifecycle, and other internal teams to ensure local marketing efforts align with broader

Hiring organization

Titan Executive Search

Employment Type

Full-time

Industry

Cannabis

Job Location

Greater Boston Area, MA, USA

Base Salary

\$ 80000 - \$ 80000

Date posted

October 1, 2026

company priorities.

- Manage multiple campaigns, projects, events, and market initiatives simultaneously while maintaining deadlines and execution standards.

Qualifications

- Direct experience in multi-location dispensary marketing.
- Strong working knowledge of the cannabis industry and retail environment.
- Familiarity with state and local cannabis advertising and promotional regulations.
- Demonstrated experience managing local and field marketing programs, in-store events, retail promotions, and community-based initiatives.
- Strong project-management and organizational skills with the ability to manage multiple markets and campaigns simultaneously.
- Ability to work collaboratively across retail operations, brand, creative, and other marketing functions.
- Strong communication and relationship-building skills.
- Ability to work from the Greater Boston area office approximately three days per week.
- Ability to travel approximately 25% to dispensary locations, primarily within Massachusetts, with occasional travel throughout New England.

Preferred Experience

Experience with social media content creation, brand ambassador programs, out-of-home advertising, local press and public relations, and management of agency, wholesale, or brand partners is preferred.

Compensation & Benefits

The position offers compensation of **approximately \$80,000 annually**, based on experience. The company also offers medical, dental, and vision insurance, a 401(k), life insurance, and paid time off.