



Career Opportunity at Green Point

Green Point is looking for a creative manager to help us grow our brands.

Creative Manager

Jasper-Florida (North Florida) based hemp company is seeking a full creative manager to help us create visual assets and manage digital engagement. This position reports to the CMO and includes visibility with the executive team.

The ideal candidate should possess at least 3-5 years of creative experience, preferably also including social media management and content development experience for all social media platforms including Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, and You Tube. This person should be self-motivated and adaptable. Other skills needed include the following:

- Ability to create written and visual content for digital media (social media content, website graphics, presentations, videos, etc.)
- Creative eye for visual graphics to support social media content, ability to use graphic apps to create imagery for social media
- Proficient at development of social media strategy and development of content calendars for a multitude of both B2B and B2C audiences
- Strong content writing for social media with the ability to identify target customer profiles and create content that appeals to those profiles based on individual business goals and objectives
- Some understanding of analytics, with the ability to generate analytic reports to present metrics based on various digital strategies
- Some understanding of SEO and digital UX, with ability to implement best practice metadata creation and UX design



- Understanding of content curation, resharing, tagging, hashtag strategies and other aspects of social media that help grow audiences and create viral lifts
- Ability to curate audiences and grow social media followings
- Ability to stay in touch with ever-changing social media technology, algorithms, and tools so that best practices can be in place
- Ability to interact with diverse people and opinions

Candidate Qualifications:

- Bachelor's degree in Marketing, Advertising or Communications preferred
- At least 2-5 years of social media management experience
- Highly organized, ability to adhere to strict deadlines and multi-task
- Understanding of analytic reporting and performance tracking of social content
- Self-motivated, strong work ethic that thrives in a unique entrepreneurial environment
- Excellent communication skills (both written and oral)
- Experience in the hemp and/or cannabis industry is a plus

Does this sound like you? Send your cover letter, resume and any creative and/or writing samples you want to share to careers@greenpointresearch.com.

Benefits information available upon request and does include medical, dental, paid time off, and more.