

Marketing Director + Art Director

Location: Bozeman, Montana (Hybrid Preferred)

Position Summary

Juniper Cannabis is seeking a Marketing Director + Art Director to lead the strategy, planning, creative direction, and execution of marketing across the Juniper and Bonsai brands.

This is a hands-on leadership role for someone who can see the big picture and bring it to life—developing campaigns, directing brand storytelling, designing creative, managing digital marketing, coordinating partnerships and events, and working with outside specialists to keep everything moving.

The right person is equal parts strategic marketer, creative thinker, designer, and project manager, with a strong eye for brand and an ability to turn ideas into thoughtful, well-executed work. Across every touchpoint, this role will help ensure Juniper and Bonsai continue to reflect our values of craftsmanship, community, and connection.

Primary Responsibilities

Brand Strategy + Campaign Management

- Develop annual and quarterly marketing plans
- Lead seasonal campaigns, product launches, and promotional calendars
- Maintain and evolve brand standards across Juniper and Bonsai
- Develop campaign concepts, messaging, and creative direction
- Maintain consistency across marketing channels and customer touchpoints
- Coordinate monthly marketing meetings and planning

Creative Direction + Design

- Bring campaigns and brand initiatives to life across digital, print, retail, packaging, and events
- Design or direct campaign creative, social graphics, emails, website assets, and landing pages
- Create posters, signage, menu boards, event materials, and sales collateral
- Develop packaging, apparel, merchandise, illustration, and other product-related creative
- Establish strong visual systems using typography, photography, illustration, and layout
- Prepare production-ready files and coordinate with printers, vendors, and production partners

Marketing Operations

- Manage campaign timelines, priorities, budgets, and execution
- Coordinate partnerships, sponsorships, and community events
- Collaborate with retail leadership on promotions and in-store marketing
- Manage creative vendors, freelancers, and agency partners
- Keep projects organized and moving from concept through launch

Digital Marketing + Content

- Oversee website strategy and content updates
- Manage the email marketing calendar
- Coordinate SEO strategy with agency partners
- Guide paid advertising strategy and creative
- Review campaign analytics and KPIs
- Plan monthly content themes and blog strategy
- Write or oversee campaign messaging and product storytelling

Photography + Production

- Develop creative direction for photography and video shoots
- Coordinate photographers, videographers, talent, locations, props, and styling
- Help translate campaign concepts into useful photo and video assets
- Maintain an organized library of brand and campaign assets

Team + Partner Leadership

- Manage designers, photographers, copywriters, freelancers, and agency partners
- Set clear priorities, timelines, and creative expectations
- Provide thoughtful feedback and creative direction
- Determine when work should be handled in-house versus supported by outside specialists

Qualifications

- 5+ years of professional marketing, brand, creative, or art direction experience
- Strong graphic design portfolio and expert knowledge of Adobe Creative Suite
- Experience developing and executing integrated marketing campaigns
- Strong typography, layout, and brand design skills
- Excellent copywriting and communication abilities
- Strong project management and organizational skills
- Experience managing creative teams, freelancers, and agency partners
- Experience with digital, print, retail, and production design
- Packaging and merchandise design experience preferred

- Photography and video art direction experience preferred
- Familiarity with Webflow, Klaviyo/Flodesk, GA4, and Meta Business Suite
- Motion graphics and illustration experience are a plus
- Passion for outdoor lifestyle, community-driven, and premium consumer brands

The Person We're Looking For

You're comfortable moving between a marketing calendar and an Illustrator file, directing a photoshoot and reviewing analytics, or developing a big campaign idea and figuring out exactly what needs to happen to get it out into the world. You care about the details, but you don't lose sight of the bigger picture—and you know when to make something yourself and when to bring in the right person to help.