
JOB DESCRIPTION – CANNABIS EDUCATOR

Company description

Insalata is a truly unique cannabis retailer with its origin in the heart of Corso Italia, Toronto. Our employees come from a wide range of backgrounds, each bringing their own skills, talents, and passion to a collaborative work environment to create a customer experience that is second to none in the industry.

Insalata is committed to changing the current landscape in a meaningful way. Our strategic relationship and positioning give Insalata a differentiated competency that support our mission of guiding all adult consumers through their individual journey with cannabis.

We take the time to understand our customers, their experience level, wants, needs and how cannabis can be a meaningful part of their journey. We are a passionate, dedicated team who loves to learn and grow along with this industry. The Ownership group comes from various walks of life and expertise with over 15 years of Legacy knowledge, passion, and industry trends, to Pharmacists who understand the big picture and what cannabis has to offer. We do things differently and want someone as eager and passionate as we are to join our wonderful Team! **After all, It's about the Journey.**

Here's how you fit in:

Reporting to the Assistant Store Manager, the **Cannabis Educator** is a brand ambassador extraordinaire. You are exceptional at developing authentic relationships with our customers and creating intentional customer experiences. You are thoughtful and curious, driven by your passion to impart cannabis wisdom and achieve sales targets. In short, you are Insalata Cannabis!

What we expect from you on a day-to-day basis:

- Adhere to all Alcohol and Gaming Commission of Ontario and Standard Operating Procedures set by Insalata Cannabis Market
- A bright personality. We carefully build our team with positive-minded people where everyone has great interpersonal and complimentary skills
- Great communication skills. We value communication, accountability, and are always open to hearing new ways to improve how we operate within this ever-changing industry
- Passion! We are all passionate and dedicated to cannabis, its wonderful properties and what it can do for people. We want excited candidates who love this plant as much as we do
- Develop and maintain deep product knowledge within the complete range of new and current products available for purchase

- Demonstrate a high level of cannabis knowledge and curate individual experiences that go above and beyond expectations
- Generate sales for each product category and attract new and repeat clients
- Use real-time technology to match available inventory with customer needs and process sales efficiently and accurately
- Greet guests as they enter the store, checking identification and assessing intoxication
- Attention to detail. With similarly packaged products you need to have a keen eye to ensure order accuracy both for inventory management, as well as ensuring the customer gets the exact product and experience he/she wanted
- Defuse difficult situations with customers in a professional and compassionate manner
- Maintain store aesthetic by cleaning, stocking, organizing, and following merchandising plans
- Assist in asset protection and loss prevention by reporting any suspicious incidents to management immediately
- Assist the management team in interacting with regulatory inspectors and reporting on their activities
- Recommend solutions and address opportunities for improvement in all areas of compliance, health, and safety
- Complete tasks as assigned by the Assistant Store Manager and/or Owners

It would be great if you have:

- CanSell certification or a willingness to obtain
- General knowledge of and/or an appetite for learning about cannabis, accessories, and consumption methods
- General knowledge of terpenes, cannabinoids, the various effects cannabis can yield, and how they interact and contribute to the entourage effect.
- An understanding of how different consumption methods can yield different experiences, and how to express that to customers in a meaningful way
- Minimum 2 years retail customer service experience, preferably in a knowledge based, high volume environment (bonus points if from a regulated industry)
- An engaging personality that translates naturally into an ability to suggestively sell
- Positive energy and can adapt quickly to whatever opportunities the day brings
- Ability to use POS system and inventory management functions (We use Cova)
- Ability to maintain composure under pressure

- A willingness to receive feedback and coaching
- Demonstrated integrity and personal responsibility
- Ability to lift boxes up to 25 lbs and to stand for long periods of time
- Flexibility to work shifts including evenings, weekends
- First aid training a plus
- A desire to have fun, laugh and support the customer and team member journey along the way

So, what's in it for you:

Supportive Owners who are cheering for your success - just tell us what you need to get the job done and we will remove whatever barriers we can. Our passionate dedicated ownership group has over 20 years of experience in Cannabis, from Recreational level to Pharmaceutical and will be there to support you however they can

- An environment where we hustle, a lot ... but where we also find time to share in our successes. We are constantly looking for achievements that go above and beyond our expectations and we love to recognize greatness! Be prepared to be delighted by us