



MARKETING ASSISTANT

PROGRESSION OF SUPERVISORS: Director of Marketing and Ecommerce, Ecommerce Manager, CEO, Vice President, President

JOB SUMMARY: Support the B2B and B2C Marketing teams in numerous ways to find and engage with our customers. Lead the creation and maintenance of social media and email content. Creatively contribute to the success of the team in all endeavors. Support Four Star Greenhouse's Mission Statement in all job-related functions.

ESSENTIAL FUNCTIONS:

1. Lead the planning, design, and execution of social media content to gain organic B2B and/or B2C growth on all relevant platforms including but not limited to Facebook, Instagram, Pinterest, TikTok and LinkedIn.
2. Engage with social media audiences, providing guidance via comments or direct messaging.
3. Assist in the creation and successful execution of the social media calendar, keeping it up to date with drafted content, status, etc.
4. Actively seek, secure or create new content to interest, engage, and delight our audiences
5. Gather, utilize or create photography or videos from the greenhouse.
6. Lead the planning, design and execution of Email/E-blasts content to support B2B & B2C sales for informational and promotional needs.
7. Assist to develop and maintain a consistent style of content following established style guide.
8. Create graphics as needed to support all marketing promotional efforts.
9. Collaborate with Marketing Team on copywriting for marketing efforts including blogs, articles, scripts.
10. Assist with the maintenance and integrity of the mailing lists.
11. Maintain content calendar, keeping it up to date with drafted content, status.

INDIVIDUAL ATTRIBUTE IDEALS:

1. Act with Integrity – doing the right thing with honor, even when no one is looking or the consequences are costly, focused on what's best for our company and customers.
2. Model Humble Confidence and Courageous Character – maintain a positive attitude with a foundation of humility and empathy while acting with clarity of vision, strength, and confidence.
3. Relate Authentically – connect with others, listen to understand, communicate with unwavering candor, honesty, discretion, and respect for all.
4. Operate Transparently – be proactively open and honest, lead by offering complete visibility into successes, failures and challenges that are encountered each day.
5. Embody Teamwork – embrace and foster a collaborative culture, share ideas, engage in constructive debate, give, and expect mutual support, celebrate wins together.
6. Exemplify Accountability – measure yourself by the highest standards of integrity, responsibility, and performance, as if you are the Owner of Four Star.



7. Innovate Relentlessly – welcome change, make time to learn, think differently, try out new ideas, take risks, learn from mistakes, simplify complexity, be persistent, find ways to make something better, today!

ESSENTIAL SKILLS:

1. Consistently create engaging content on social media and email platforms.
2. Demonstrate more than a basic ability to effectively use a professional camera, editing tools, Canva, Adobe Creative Suite or similar programs.
3. Demonstrate strong writing skills and a creative eye for content.
4. Effectively proofread and edit content.
5. Effectively organize priorities to achieve results that benefit the team.
6. Demonstrate a consistent ability to creatively solve problems.

ESSENTIAL WORK HABITS:

1. Consistently demonstrate a positive attitude and promote positive morale by working effectively as a team member.
2. Demonstrate a high level of professionalism while at work, or while representing the company in any capacity.
3. Effectively manage multiple ongoing projects/responsibilities and successfully achieve goals/objectives in a fast-paced environment.
4. Establish priorities, work independently, and accomplish objectives with minimal supervision after training.
5. Adjust schedule daily, weekly, or seasonally, as needed, to make sure tasks are completed and goals/objectives are met.
6. Report to work as scheduled, maintaining a level of absences that results in minimal department disruptions and minimal unfair burden on other employees.
7. Actively contribute to the continued success of the company by expressing new ideas that can result in increased productivity, lower costs, and broaden our customer base.

QUALIFICATIONS:

1. Prior education or equivalent experience with professional cameras, editing tools, Canva, Adobe Creative Suite or similar programs is preferred.
2. Must have a passion for a multi-disciplinary approach to marketing.
3. While this position is a hybrid role, the preferred candidate will be available to work on-site a minimum of twice a week.

PHYSICAL ASPECTS:

1. Large percentage of time sitting at a desk utilizing a computer and telephone.
2. May be exposed to sun and/or high intensity lights.
3. May be exposed to prolonged standing and walking.
4. Lifting a minimum of 20 pounds.