



MARKETING SPECIALIST (DIGITAL)

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

JOB SUMMARY: Create content that finds and engages our customers in B2B. Lead the creation, maintenance, and promotion of the B2B website (pwfourstar.com). Creatively contribute to the success of the team in all endeavors. Be a collaborative member of the Marketing team in numerous ways that results in creating inspirational content that achieves business goals. Support Four Star Greenhouse's Mission Statement in all job-related functions.

ESSENTIAL FUNCTIONS:

1. Create & post content on our WordPress websites that keeps our customers engaged and meets traffic goals
2. Create visually engaging and user-friendly website layouts, graphics and interfaces.
3. Create, maintain, and adhere to an annual written promotional schedule and calendar.
4. Monitor B2B site analytics, suggest and adjust content to consistently achieve all goals.
5. Create and execute a promotional plan to drive awareness of the updated website to the intended audience.
6. Design graphics, images and other visual elements to complement website content and adhere to our brand style guidelines.
7. Collaborate with external contractors to meet established goals.
8. Actively seek, secure or create new content that interests, engages, and delights our audiences.
9. Gather, utilize or create photography or videos from the greenhouse.
10. Work closely with the Marketing & Sales teams to align the website with overall brand strategy.
11. Stay informed about industry trends and best practices to continuously optimize website design.
12. Collaborate with Marketing Team on copywriting for marketing efforts including blogs, articles, scripts.
13. Collect, organize, and proof content and take photographs for marketing efforts.
14. 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 and post content that meets our style guidelines and company goals on websites.
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 broadens our customer base.

QUALIFICATIONS:

1. Experience working with Content Management Systems like Wordpress is preferred.
2. Prefer experience working with a Digital Asset Management System like Brandfolder.



3. Prior education or equivalent experience with Adobe Creative Suite or similar programs is preferred.
4. Experience as a Web Designer or similar role is preferred.
5. Strong understanding of HTML and CSS.
6. Proficient in Adobe Dreamweaver, Visual Studio code or another code editor
7. Must have a passion for a multi-disciplinary approach to marketing.
8. While this position is primarily remote, the preferred candidate must be able to commute for in person work as needed.

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.