



**Job Title:** Marketing Coordinator

**Reports to:** Marketing Manager

**Department:** Sales/Marketing

**Salary Range:** DOE

A career at Skagit Horticulture is challenging, rewarding, and satisfying. We accomplish our goals when each individual performs to their full potential while contributing as a valuable team player with others in the organization.

**Summary of Duties and Responsibilities:** The ideal candidate will be highly creative; have a positive, fun-loving attitude; and able to adapt quickly to changing priorities in a rapidly growing company. 40 Hours per week.

**Primary duties:**

- Brochures & Marketing Material to support Sales Team and Internal Company
  - Print, digital & Video
- Take Product Photos & maintaining clean image library
- Brand Awareness: applying & refining brand standards as we grow
- Skagit Hort & Skagit Gardens website maintenance
  - Marketing Tools: Personalization, Smart Groups, etc...
  - Webstore & Google Analytics
  - Support Tickets
- Social Media – Primarily Instagram, & Facebook
- Weekly Newsletter & Promo creation, schedule and send - Customer & Internal Company
- Assist HR with Job Posting sites & GANAZ messaging

**Required / Preferred Qualifications:**

- Horticultural knowledge or background preferred
- Experience in writing content, including articles and press releases
- Experience with designing brochures and catalogs
- Knowledge of Constant Contact, Mail Chimp or other marketing automation platforms
- Candidate should have strong people and problem-solving skills
- High integrity and respect for confidentiality requirements
- Basic competency in Microsoft Office®
- Basic knowledge of video editing software
- Basic knowledge of Google Analytics preferred
- Proficient Adobe CC skills, particularly in Indesign, PhotoShop and Illustrator.
- Comfortable with all major social media platforms.
- Digital photography.
- Comfortable using both Windows and iOS platforms.
- Bilingual is bonus!

**Safety**

- Maintain a zero-tolerance attitude for unsafe work practices

