



MARKETING SPECIALIST

Longfellow's Greenhouses in Manchester, Maine is seeking to hire a Marketing Specialist on a full time or part time basis. This position is primarily responsible for using the Company's brand to promote the Company and its products online through the website and use of social media.

Typical duties include the following:

- Managing the Company website, continuously updating and improving content, as well as search engine optimization.
- Creating polished, engaging, and consistently positive written content for social media channels (Facebook, Instagram, Twitter, blog).
- Writing product descriptions and other needed written content, utilizing creative writing skills and SEO strategies, such as press releases, mailers, and product video and radio advertisement scripts.
- Using Photoshop to create eye-catching and engaging visual content for social media channels; planning, recording and editing creative and engaging video content.
- Preparing weekly customer email newsletter, promoting specials and educating customers.
- Creating and maintaining in-store signage, including banners, promotional sales, informational posters, department requests, register communications, etc.
- Planning and overseeing customer events, including major events with hundreds of customers to smaller events, throughout the year.

Qualifications needed for this position include the following:

- Bachelor's degree in marketing, creative writing, social media, e-commerce, communications or a related field, or the equivalent in education and related work experience.
- At least 3 years of web based marketing and advertising experience required.
- Experience using Adobe Photoshop, Illustrator, and InDesign, in addition to the Microsoft Office Suite of products.
- Excellent knowledge of Facebook, Twitter, Instagram, Website design, and Constant Contact or similar program.
- Sales experience with a customer-focused retail business preferred.
- Exceptional creativity and the ability to express that creativity in clear, concise, and persuasive writing that attract the target market.
- Exceptional communication skills, including writing, public presentation skills and persuasion.
- Attention to detail, including spelling, grammar, composition, etc.

- Interested applicants should apply with a cover letter, including salary requirements, and a resume to:

Longfellow's Greenhouses

81 Puddledock Rd. Manchester, ME 04351

Attention: Scott Longfellow