



## Northeast Nursery, Inc.

*Supplying Fine Plant Material & Landscape Supplies*

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Job Title: Marketing and Advertising Coordinator

Department: Corporate

Function: Develop and maintain marketing strategies and advertising programs in order to increase product awareness to our existing and potential customers utilizing the web, social media and other techniques.

### Duties and Responsibilities:

1. Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
2. Working with vendors and negotiating co-op reimbursement programs that can be used for advertising.
3. Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
4. Select products and accessories to be displayed at trade or special production shows.
5. Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
6. Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
7. Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all brands and Implement and manage social media programs
8. Experiment with new and alternative ways to leverage social media activities (“marketing R&D”)
9. Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media.
10. Strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company’s products and services.
11. Measure the impact of social media on the overall marketing efforts.
12. Excellent writing and verbal communication skills and a willingness to use them
13. Ability to create great working relationships with all levels within the company and across multiple disciplines

Qualifications:

1. Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
2. Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
3. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
4. Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
5. Knowledge of publishing software applications, (Quark, Photoshop, etc.)
6. Social media tools and techniques
7. Marketing (traditional, new media, guerilla and 'word of mouth')
8. Creativity a plus
9. Sense of humor

Contact Person: Wholesale Manager

*This job description is intended as a summary of the primary responsibilities of and qualifications for this position. The job description is not intended as inclusive of all duties an individual in this position might be asked to perform or of all qualifications that may be required either now or in the future.*