3-17-17 Marketing Communications Specialist, Altman Plants, Vista, 4-13-17 deadline

Job Title

Marketing Communications Specialist

Agency

Altman Plants

Location

Vista, CA

Pay Rate

TBD

Responsibilities

* You give voice to the Altman Plants brand.
* You create the copy, atmosphere and emotion that move the story. You drive recognition, promote products and help drive revenues. You collaborate on style and approach.
* We need a Marketing Communications Specialist experienced in multi-channel content marketing as well as growing reach and building deeper online and offline engagement.
* We are looking for someone who brings a fresh approach and is energized by getting things done.
* The Marketing Communications Specialist ties together communications to internal staff, customer, industry and consumer engagement to help us reach our sales targets and drives traffic to our e-commerce sites.
* Must have a passion for plants and plant knowledge.

Required Skills

* Creating and implementing the Marketing Communications Schedule
* Quantitative and qualitative analysis of customer segments
* Writing short and long form content for blogs, newsletters and press releases
* Creating templates for newsletters, mood boards and product highlights - including finding and editing images
* Social media communication driving traffic to our websites and e-commerce sites
* Creating product highlights
* Launching marketing communication campaigns (online, social media, digital, traditional)
* Participation in forums and commenting on blogs
* Managing the press and PR coordination
* Managing marketing automation software (Emma) and contact database
* Analyzing communication response reports and trends
* Accomplishes organization goals by accepting ownership for accomplishing new and different requests

Knowledge, Skills and Abilities

* 5+ years of marketing communication experience, preferably within the Horticulture an agency or large marketing department
* Solid knowledge of the communication process, including typical time and resources needed to produce work on time, at high quality, and to specification
* Savvy in the informal and formal elements of copywriting and campaigning
* Expert at driving traffic to e-commerce sites - including Affiliate Marketing
* Keen attention to detail and troubleshooting skills
* Good communication and time management skills
* Act and work with a sense of urgency
* Solid knowledge of PR processes
* Expert on how to promote awareness via marketing communications
* Experience with marketing automation software (Emma)
* BA in marketing or communications

Application Mode

* To submit your resume, please email the Director, Marketing icarr@altmanplants.com
* In your resume please add salary requirements and level of plant knowledge.

Application Deadline

April 13, 2017

Contact for Further Information

icarr@altmanplants.com