

**Chesterland & Cleveland Heights**

Marketing and Communications Manager

Essential Duties and Responsibilities

* Develop, plan and execute effective communications and marketing campaigns with team of Managers for two retail locations in the Cleveland Area as well as a design/build firm
* Manage and execute a diversified marketing strategic plan
* Manage marketing & communications budget development and expenditures
* Develop, write, edit, design and distribute e-newsletters, e-news blasts, web pages, posters and fact sheets to expand awareness
* Manage e-mail lists and communications calendar to ensure regular, quality communication with existing and potential customers, media, etc.
* Track and evaluate website, email, social media statistics and e-mail newsletter reports to maximize online traffic and engagement
* Oversee copywriting, proofreading, production and design of promotional collateral
* Develop and manage social media presence on Facebook, Twitter, Instagram, U-Tube and other outlets
* Author and distribute press releases and media alerts
* Respond orally or in writing to inquiries and provide information to public about Bremec Garden Center news, programs and events
* Manage Bremec Garden Centers digital photography and video files and coordinate photography and/or video at events and for use in publications
* Coordinate and facilitate media site visits, interviews and photo shoots with staff, community partners and program participants; act as point person for media
* Prepare presentation materials and other communications needs in conjunction with the the owner and team of Managers; prepare materials and reports for weekly sales meetings
* Track and record Bremec Garden Centers in the media (including radio, TV, print, web and conference exposure)
* Monitor local, regional, statewide and national media for news, issues and articles related to Bremec Garden Centers
* Participate in professional activities concerned with marketing/communications, as necessary
* Manage, facilitate and execute all events for Bremec Garden Center not limited to: annual auction, annual community carnival, classes and workshops, tours, employee workshops
* Fluency in Microsoft Word, Publisher (or similar program) and Excel is a must
* Excellent writing and communication abilities are required
* Ability to work in a fast paced environment with a diverse team while maintaining grace and poise is a must; ability to wear many hats
* Horticultural knowledge is required and previous experience in a large scale garden center is a plus

**Email resume and cover letter to** **Clasko@bremec.com** **with *Marketing Position* in subject line**