



Position Description

Title: Marketing Director

Hours: Full Time

Reports to: CEO

Salary Range: \$42,000 – \$62,000, experience based with bonus opportunities

Responsibilities:

- Oversee, develop, and set the vision for Greenberry's marketing and media.
- Develop and execute a plan to engage an increasing number of new Greenberry's customers through our eCommerce site and in our cafes through online and social media engagement, website, email marketing, SMS/Text Marketing, printed materials, and other marketing efforts.
- Develop and execute a strategy for gaining new customers.
- Execute the day-to-day marketing operations on social media, our websites, and print materials.
- Manage Facebook Ads, SEO, and Pay Per Click Ads, as well as any other advertising.
- Manage any vendor and contractor relationships dedicated to marketing.
- Collaborate with the Director of Retail Operations to aid in cultivating and deepening relationships with our customers in our cafes as well as strategizing and executing in-store promotions.
- Collaborate with the Director of Sales and Distribution to help market our products in wholesale and retail establishments such as C-Stores, Grocery Stores, and Wholesale Clubs.
- Oversee the development, allocation, and spending of the marketing budget.

Key Performance Metrics

- Increasing the number of new customers for the online store, as well as total revenue for the online store.
- Increasing the number of new customers in the cafes, as well as total customers in the cafe each week.
- Increasing the amount of engagement on social media from our customers and potential customers.

Applicants – Required

- Experience creating, implementing, and managing marketing campaigns.
- Two+ years of experience creating and managing social media.
- Experience and proficiency managing Wordpress and/or Shopify websites (no coding experience needed).
- Experience and proficiency in executing and managing email campaigns on Drip, Constant Contact, MailChimp or similar.
- Experience using basic graphic and video creation tools such as Canva.
- Proficiency in Microsoft 365 and Google Suite products.
- Excellent written communication skills.
- Creative thinker for both marketing strategies and content creation.

Applicants – Desired, but not Required

- Experience managing SEO
- Experience managing Facebook Ads
- Experience managing Google Ads (or other PPC Campaigns)
- Experience with Adobe Creative Suite