



## Digital Marketing Specialist

**PROGRESSION OF SUPERVISORS:** Director of Sales & Marketing (DSM), Managing Director, Vice President, President

**JOB SUMMARY:** Create marketing pieces using our style guidelines and other graphic elements. Produce web updates, video productions, presentations, webinars and E-newsletters among other marketing assignments. Supports the Four Star Mission statement by assuring that all contacts with customers & co-workers meets the "...easy, successful and inspiring" goals.

### **ESSENTIAL FUNCTIONS:**

1. Prepares marketing support material as assigned in keeping with the established style guidelines.
2. Produces video pieces that meet quality specifications and established deadlines.
3. Research and implement new technology so that Four Star stays on the forefront of successful and innovative marketing.
4. Generate ideas for marketing materials that displays Four Star to be the leader/pioneer for each given assignment.
5. Integrate all materials with "Salesforce" software in order to maximize the potential of all resources.

### **ESSENTIAL SKILLS:**

1. Successful & efficient operation of all camera equipment and editing software
2. Working knowledge of Adobe Suite
3. Working knowledge of Apple Software
4. Demonstrates the ability to quickly learn and adapt to new computer systems, company specific programs and other technologies.

### **ESSENTIAL WORK HABITS:**

1. Coordinate efforts with contracted marketing agency prior to publication.
2. Establish and maintain working relationships with all vendors to obtain reasonable quotes for any needed materials or resources.
3. Adjust schedule seasonally as needed willing to work more or less hours depending on need of department.
4. Report to work as scheduled, maintaining a level of absences that results in minimal departmental disruption and minimal unfair burden on other employees
5. Demonstrate the ability to maintain a positive and cooperative attitude with all fellow employees. Promote positive morale by working effectively as a team member
6. Provide DSM with regular updates on progress.

### **QUALIFICATIONS:**

1. Experience and/or high comfort level working with Adobe Suite



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2. Experience and/or high comfort level working with digital video camera, supporting gear and editing system
3. Experience and/or high comfort level assisting in the creation of visual presentations.

**ADDITIONAL RESPONSIBILITIES:**

1. Assist DSM and Managing Director and as needed on projects.
2. Other duties as assigned.

**PHYSICAL ASPECTS:**

1. Lifting minimum of 30 lbs.
2. Employee may be exposed to temperatures that can be 10-20 degrees above outside temperatures seasonally
3. Bulk of time is spent at a desk utilizing a computer.