



Marketing Coordinator

Promote the brand, implement marketing plan and initiatives

Introduction: Do you thrive in a small family- oriented environment? Do you want to work for the Omaha Chamber's small business of the year? If you answered yes, then apply for your next opportunity at Sun Valley Landscaping as our Marketing Coordinator! At Sun Valley Landscaping, our team members are passionate, outdoor lovers as well as community leaders from diversified backgrounds. We offer a challenging, yet rewarding environment with high employee retention.

Summary: The Marketing Coordinator is a high-energy individual that is interested in pursuing a career in the marketing and/or advertising field. The Coordinator will promote the SVL brand and implement our marketing plan while following our strategic initiatives. This will be accomplished through the following tasks:

Protect and promote the BRAND of Sun Valley Landscaping:

- Implement all marketing, advertising and promotions under direction of the GM
- Monitor and update all online presence - websites, social media, consumer, SEO, blog.
- Ensure the company is properly branded in all efforts following brand book guidelines.
- Monitor all branding – web, trucks, uniforms, printed materials, ads, letters, signs, etc.
- Brainstorm, proof and order print materials, business cards and signage.
- Assist team in preparing professional sales presentations and communications to clients.
- Attend networking, industry, trade shows and civic events to promote and represent SVL
- Help to plan and coordinate all external events held on company property or offsite.
- Research, prepare and send monthly client newsletter with assistance of management.
- Execute marketing campaigns that adhere to our strategic plan.
- Provide monthly analytics reports and marketing KPI's to GM and CEO.

Promote the culture & "The Sun Valley Way":

- Manage and direct the efforts of the Commit20 community outreach initiative
- Pursue opportunities to connect with local causes and projects.
- Seek out, record and track community donations and sponsorships.
- Represent SVL and manage Day of Service and other community projects.
- Help to plan and coordinate all employee events and retention outreach initiatives.
- Creation and distribution of monthly client and employee newsletter.



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Accountability:

- ✓ Monthly marketing analytics, frequency, interaction & promotion reports
- ✓ Monthly client and employee newsletters

Direct Reports & Relationships:

- The Marketing Coordinator will report directly to the GM on a daily basis.
- The Marketing Coordinator will also work closely with sales team.

Experience, Skills & Education:

- Degree in marketing or related field.
- Experience in the Green Industry, construction or service related fields is a plus.
- Understanding of implementing a marketing plan.
- Experience with networking and community outreach is preferred.
- Excellent written and verbal communication skills.
- Ability to maintain a professional, positive and cooperative demeanor at all times.

Working Schedule:

- Typical working schedule will be 20-30 hours per week with a flexible schedule.
- Must be willing to work longer hours & weekends when needed to get work done.
- Business casual dress code.

Compensation & Benefits:

- Relaxed company culture (we work hard, but like to have fun!)
- Numerous company events with opportunities to involve your family
- \$13-15/hour, DOE
- Reimbursement of \$.50 per mile for driving own vehicle for work related purposes.
- Yard & service discounts for immediate family
- Half price zoo memberships

To be considered for this opportunity, please submit a cover letter, resume and any relevant work samples to makayla@sunvalleyomaha.com.



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