



Sales & Marketing Coordinator
Generate new business through marketing tactics
Maintain our brand reputation

Summary: The Sales and Marketing Coordinator will generate business and support the sales team through lead qualification and pipeline reporting. New business will be generated through various avenues of advertising, marketing, cross-selling and event implementation.

Job Duties:

- Generate new business through marketing efforts with focus on “green light” residential and commercial clients for landscape, maintenance, and supply divisions.
- Qualify and process incoming leads and set appointments for sales team.
- Assist sales team with pipeline management and send out regular reporting.
- Conduct quick-turnaround sales of basic maintenance packages over the phone.
- Coordinate and implement all marketing efforts to include, but not limited to: monthly newsletters, client education and communication, blog posts, cross-marketing, social media, campaigns, sales people bios, supply yard product features and campaigns, job site photos, etc.
- Consistent updating and maintenance of mailing lists, website, online profiles and social media accounts
- Coordinate and plan all external company events.
- Attend weekly sales and marketing meetings.
- Create marketing budget and plan over the winter months.

Measurables:

- Number of new leads and qualified leads per month
- Sales pipeline
- ROI of line items on marketing budget
- Success of external company events

Desired Experience and Education:

- Bachelor’s degree, preferably in business administration, marketing, or related field.
- Experience in the Green Industry, construction or service-related fields is preferred.
- Expert level computer skills - Office suite, CRM program and QuickBooks.
- Experience implementing marketing plans a must
- Experience with networking, community outreach and ability to influence others a must.
- Bilingual in English and Spanish is a PLUS
- Ability to maintain a professional, positive and cooperative demeanor at all times.
- Extremely detailed and organized; excellent written and verbal communication skills
- Ability to identify, prioritize, and complete tasks independently and in a timely manner



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Compensation & Benefits:

- Total compensation of \$50,000 - \$58,000, DOE
- 2+ weeks PTO (no time off from March 15 – June 15)
- Paid holidays (total of 10)
- Health and dental insurance available after 60 days; 50% company paid
- Simple IRA plan available after one year; up to 3% company match
- Paid parental and bereavement leave
- Health and wellness membership reimbursement
- Race day reimbursement
- Henry Doorly Zoo memberships 50% company paid
- Work from home one day per week
- Friday's off during the months of January and February
- Yard & service discounts for you and your immediate family
- Numerous company events with opportunities to involve your family
- Relaxed and positive company culture (we work hard, but like to have fun!)

Reports to: General Manager

Works closely with: sales team, CEO, vendors

Direct reports: none

Typical Hours: Mon-Fri, 8:30am-5:00pm

Dress Code: business casual



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