

Agway of Cape Cod

Job Description

Job Title: Marketing Director

Reports to: Co-Owner

Physical Location: South Dennis, MA (non-remote)

Results driven creative marketing partner sought for local family-owned retail home, pet and garden center.

As Marketing Director, you will guide, direct and execute our strategic vision by taking your creative ideas from start to finish. You will leverage marketing dollars and innovative campaigns that compel customers to shop, engage our community, and keep our employees motivated and in-the-know. Your passion for marketing excellence will drive customers to our stores and profits to our bottom line.

You are an independent, self-starter who is highly organized and thrives in a fast paced and agile culture. You've never met a challenge you couldn't overcome with creative strategy or technical savvy. You are resilient and flexible with changes and new ideas and can move quickly from concept to execution. You have above average technical skills to assist in executing projects incorporating social media, copywriting, web design, graphic design merchandising and more. You will guide, mentor, enable, inspire, and work right beside the marketing team to deliver innovative results that are on-time and within budget.

As a member of the Senior Executive Team, you will drive creative marketing excellence across all areas of our company by anticipating and understanding the changing needs of the business. You will work closely with owners, buyers and other managers to ensure brand consistency and follow-through on all marketing, customer engagement and advertising initiatives. You will serve as a key team member of our nationally recognized biennial charitable event Paw Palooza.

Key Responsibilities:

- Leverage creative vision to strengthen company's brand and execute strategies that drive retail and on-line sales, strengthens the company brand, and promotes our commitment to the community.
- Expand the company's ecommerce capabilities to increase online sales and offerings
- Maintain contemporary, creative editorial control on all marketing and advertising products in print, radio, tv, and digital/social media.
- Manage the design, content and functionality of the website and e-commerce to support our overall strategic vision. Utilize your above average technical marketing skills to complete projects.
- Anticipate and understand the changing needs of the business, Senior Management, Central Operations and Retail stores

- Work closely with Owners, Buyers, and other Managers to ensure that there is consistency and follow-through on marketing initiatives
- Develop and execute community engagement campaigns and events
- High level of engagement and leadership in the Paw Palooza charitable event

Inspire Excellence:

- Guide, mentor, enable and inspire the marketing team.
- Provide clear creative direction and provide timely constructive feedback to improve creative processes and deliver the work on time and within budget.
- Engage the team to conduct market research and competitive analysis by business segment. Learn about and communicate market trends to the Senior Executive Team.
- Work with your team to review and identify next steps related to rewards programs, events, signage, documents, market approaches, products, pricing, and promotions.

Operations:

- Negotiate contracts with media partners and manages these relationships in the best interest of the company
- Measure results of promotions, coupons, campaigns, and e-commerce activity and adjust as necessary based on results.
- Collaborate with Senior Management and HR on company or employee communications and build the tools and documents needed. Assist HR with training content and video/audio production needs
- Plan, schedule, assign and manage the Company Newsletter.
- Engage in store visits, planning meetings, management meetings, and community events

Who we are:

Agway of Cape Cod is a third-generation, family-owned retail business with three locations on beautiful Cape Cod, Massachusetts. As the leading local home, pet and garden center in the region we take pride in delivering a superior shopping experience and value to our customers, while remaining committed to our employees and local community. We celebrated our 25th anniversary in 2018, but our roots trace back much further. We are committed to providing exceptional customer service, anticipating, and responding to change, and striving for continuous improvement. Our three locations employ a team of over 100 people and maintain a 27-year track record of year-over-year growth.

Our Mission:

Helping Cape Codders cultivate healthy pets, enviable landscapes and beautiful homes. We treat everyone like a member of the family, including the four-legged ones, delivering a superior shopping experience for every customer and a deeply-rooted commitment to our community.

Position Specifics:

This position is based on-site at our main office in Dennis, Massachusetts and not eligible for remote work. Frequent in-person meetings are required throughout the week at all three of our locations in the mid and lower Cape area.

Qualifications:

- 4-year degree in Marketing or related field
- 3 years of management experience of more than 1 direct report.
- Demonstrated professional experience (minimum 5 years) in marketing and graphic design
- Above average technical skills which support the marketing mediums such as social media, copywriting, web design, graphic design, and merchandising
- Ability to effectively communicate and influence supervisors, peers, and subordinates
- Independent, self-starter that is highly organized
- Is resilient and flexible with changes and new ideas.
- Can work varied hours and dates, indoors and out with uncertain weather conditions
- Strong critical thinking skills and the ability to problem solve
- Has solid business acumen and can work through ambiguity
- Thrives in a fast paced and agile culture and can embrace and manage through change.
- Demonstrated track record of building consensus and delivering results

Physical Requirements:

- Must be able to lift 25 lbs.
- Must be able to walk up and down stairs frequently
- Must be able to sit and utilize a keyboard and display for long periods
- Must be able to stand and walk for several hours at a time
- Must be able to work outside occasionally

Equal Opportunity Employer