



Marketing Content Specialist

Full time, Exempt, Salaried

Salary Range: \$37,440-\$58,240 Annually

Position Summary:

High Mowing Organic Seeds is a leader in the organic seed, farming, and food community. We value our unique opportunity to meet the growing demand for professional-quality organic seeds, and care deeply about the earth, each other, and what we do.

If you share these values and want to be part of a fun-loving group brought together by a common love of growing, then consider applying to join our marketing team as our Content Specialist.

Our Content Specialist is responsible for creating, writing, and curating content for all digital and print-based marketing channels, for administering our social media channels, and for being an active participant in the marketing team's strategic planning efforts.

Responsibilities:

- Plan, write and create brand-aligned content for our website, email and newsletter campaigns.
- Plan, write and create brand-aligned content for our social media channels, including product posts, category highlights, and re-shared grower posts for Instagram, Facebook, TikTok and X.
- Perform administrative tasks for our social media channels, including making monthly budget updates, responding to guideline-related product review requests, and responding to communication from customers.
- Write and create WordPress-generated blog content, coordinate with guest bloggers, and respond to customer comments.
- Research, write and edit brand-aligned content for our wholesale order guide, retail catalog, and all other printed marketing collateral including packaging.
- Participate in weekly marketing meetings and weekly summer field training sessions to build product knowledge.
- Collaborate with cross-departmental staff to create engaging marketing content for new initiatives.
- Participate in the creation and management of our brand and strategic planning.
- Other duties as assigned.

Qualifications:

- Experience with farming or gardening is required.
- Ability to write content that is specific to commercial growers as well as home gardeners is required.
- Experience with social media posting and account management is required. WordPress experience is desirable.
- 2+ years demonstrated experience writing and editing engaging marketing content.
- Flexible writing style to address multiple audiences while maintaining the brand voice.
- Ability to write short copy (and condense large amounts of copy) as needed for social media and digital environments.
- Bachelor's degree preferred, a major in English, Marketing, Communications or similar.
- Excellent attention to detail, as well as computer and organizational skills.
- Experience coordinating complex timelines, events and details; ability to work in a fast-paced environment and meet deadlines.
- Passion for learning and the ability to work both independently and collaboratively as part of a close-knit team, with initiative to carry out individual tasks.
- Willingness to ask questions, learn and respond constructively to feedback.
- Sense of humor essential.
- Passionate about working for a mission-driven company or organization.

To Apply:

Email your resume, cover letter, link to portfolio or samples, and references to jobs@highmowingseeds.com. Please put the job title in the subject line. No phone calls, please.