

<b>Job Title :</b>	Landscape Marketer	<b>Job Category :</b>	Marketer
<b>Department/Group :</b>	Marketing	<b>Job Code/ Req# :</b>	
<b>Location :</b>	Hybrid	<b>Travel Required :</b>	Travel Required
<b>Level/Salary Range :</b>	Entry	<b>Position Type :</b>	Intern To Hire
<b>HR Contact :</b>	Human Resources	<b>Date Posted :</b>	
<b>Will Train Applicant(s) :</b>	Minimal	<b>Posting Expires :</b>	
<b>External Posting URL :</b>	www.vacetime.com		
<b>Internal Posting URL :</b>			

**Applications Accepted By:**

**EMAIL:**

[Admin@vacetime.com](mailto:Admin@vacetime.com)

Subject Line : Employment

Company Name : VaceTime

**Job Description**

**ROLE AND RESPONSIBILITIES**

As a Landscape Marketer at VaceTime, you will be responsible for promoting our landscaping services and generating leads to drive business growth. You will play a vital role in creating and implementing marketing strategies to increase brand awareness and attract potential clients.

**Marketing Strategy Development:**

- Collaborate with the marketing team to create and execute marketing plans and strategies for landscaping services.
- Identify target markets and develop targeted marketing campaigns.

**Digital Marketing:**

- Manage and optimize the company's online presence, including the website, social media, and online advertising.
- Create engaging content for social media, blog posts, and email marketing.
- Monitor online reviews and reputation management.

**Lead Generation:**

- Develop and implement lead generation strategies to attract potential clients.
- Create and manage advertising campaigns to generate leads through various channels, such as Google Ads and social media ads.

**Market Research:**

- Conduct market research to identify trends, customer preferences, and competitive landscape.
- Use data and insights to refine marketing strategies.

**Content Creation:**

- Produce marketing materials, including brochures, flyers, videos, and other promotional content.
- Develop compelling content that showcases the company's landscaping expertise.

**Networking and Relationship Building:**

- Build and maintain relationships with industry partners, local businesses, and potential clients.
- Attend networking events and trade shows to promote the company's services.

**Analytics and Reporting:**

- Track the effectiveness of marketing campaigns using analytics tools.
- Prepare regular reports on key performance indicators (KPIs) to assess marketing efforts.

**Budget Management:**

- Manage marketing budgets effectively, allocating resources to maximize ROI.
- Monitor expenses and report on budget utilization.

**QUALIFICATIONS AND EDUCATION REQUIREMENTS / PREFERRED**

- Bachelor's degree in Marketing, Business, or a related field preferred.
- Proven experience in marketing, with a focus on lead generation and digital marketing.
- Strong understanding of digital marketing platforms, SEO, SEM, and social media advertising.
- Excellent written and verbal communication skills.
- Creative thinking and the ability to develop innovative marketing strategies.
- Proficiency in marketing software and tools.
- Knowledge of the landscaping industry is a plus.

Reviewed By :	Name	Date :	Date
Approved By :	Name	Date :	Date
Last Updated By :	Name	Date/Time :	Date/Time