

# Marketing Specialist

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**Company:** Recover Green Roofs

**Hours:** 16+/- hrs/wk

**Compensation:** Competitive, hourly, based on relevant experience and education

**Start:** Immediately

**Location:** Somerville, MA

**Website:** <http://recovergreenroofs.com>

## Position Summary

Recover seeks a qualified applicant for a part-time, year-round **Marketing Specialist** position. The ideal candidate has experience in digital marketing and brand management as well as a passion for storytelling, community building, and a desire to contribute to creating more sustainable cities. This role requires a wide range of responsibilities, including but not limited to the following:

- Complete a variety of tasks to polish company digital assets and create in-house marketing materials, including website updates (Squarespace), photography and photo editing (DSLR/ Lightroom/Photoshop), project profiles (InDesign), and presentations (Powerpoint/Google Slides)
- Strategic organization and facilitation of a variety of marketing- and PR-related events, including: Lunch & Learns, presentation and award proposals, and R&D projects
- Content creation for all social platforms (Instagram, LinkedIn, Facebook, Twitter, Google)
- Copywriting for print and digital media
- Website support: updating existing text and images, generating new content, and improving SEO
- Metric tracking for website, newsletters, and social media with goal of improving engagement
- Stay up-to-date on current industry news, trends, and developments and stay versed in effective marketing, advertising, content management, outreach, and branding strategies
- Help develop in-depth case studies on specific Recover projects
- Other responsibilities include: attending industry events, crafting annual newsletter, contributing to company sustainability plan, and working closely with leadership to achieve company goals

## Minimum Qualifications

- Bachelor's degree or 2 years of experience in marketing, brand management, or design
- Proficiency in Adobe Suite, including InDesign, Photoshop, and Lightroom; Microsoft Office Suite; Google Drive. Must be open to learning new software and technologies
- Must be comfortable with DSLR cameras and have proven experience with architectural and/or landscape photography. Drone license photography experience a plus
- Must be comfortable maintaining professional social media and website assets.



- Must be reliable as well as flexible with a strong ability to both take direction and work independently in a self-motivated fashion
- Must have excellent powers of communication and critical thinking skills
- Must have an innate attention-to-detail, the ability to self-pace, and be highly organized
- Must have good references that can attest to your work ethic
- Must have a long-term vision and interest in sustainability and sustainable landscaping
- Must have valid driver's license with comfort driving and parking in Boston

### **Work Environment & Physical Demands**

This position may be exposed to an array of working environments, from our office in Somerville to open-air roofs exposed to high temperatures and/or rain.

### **About Recover Green Roofs**

Recover is a dynamic Boston-based green roof construction company working with clients to design, build, and maintain green roofs and living walls throughout New England. Recover works with a wide variety of clients – from universities and commercial developers to private homeowners.

We are committed to being an equal opportunity employer and will never discriminate against applicants or employees based on age, race, color, religious creed, national origin, sex, pregnancy, sexual orientation, gender expression, ancestry, genetic information, physical or mental disability, veteran status, military or uniform service membership, or any other as-yet unmentioned legally recognized basis.

### **How to apply**

If you're passionate about marketing and education, sustainability, plants, sustainable building, New England, and working with a rad group of people, this is a special opportunity to grow with a great company! To apply, please email your resume and portfolio to [admin@recovergreenroofs.com](mailto:admin@recovergreenroofs.com) and use the subject heading “**Application for Marketing Specialist**”