



## **JOB DESCRIPTION**

**Position:** Marketing & Social Media Coordinator  
**Term:** 40 hours per week  
**Reporting to:** Manager, Design and Marketing

### **Mission**

The mission of the Marketing & Social Media Coordinator is to promote the eco-friendly seed paper products of BotanicalPaperWorks.com and “grow” sales by connecting with customers through social media, email marketing, blogging and PR. You’ll get in-depth, hands-on experience in photography, graphic design and product development, plus experience managing multiple social media accounts within a highly successful international online company.

### **Get To Know Us:**

Please check us out and see what we’re all about. Read our two blogs  
<https://www.botanicalpaperworks.com/blog/> and <http://www.seedpaperpromo.com/blog/>

### **Duties & Responsibilities**

Specific responsibilities include:

- Use the Content Plan to schedule, create and track content for Pinterest, Twitter, Facebook and Instagram. Includes writing social media posts, choosing images to look best for each platform and uploading to the social media platform.
- Add content ideas to Content Plan
- Interact with followers, seek out new followers and watch relevant streams for mentions, tags and repost opportunities on social media
- Take and edit photos and video clips for social media
- Research trends, style and marketing
- Use tags and keywords as defined by SEO strategy
- Prepare images for blog posts
- Design graphics for blog posts and social media
- Write copy for blog posts and set up blog posts
- Write, prepare and schedule e-blasts
- Write copy for new products, including meta descriptions and related items
- Create print and web files for newly designed products
- Attend marketing meetings and contribute ideas for product development, blog posts and other projects
- Update website to keep fresh and engaging

## **Skills and Characteristics Required**

- You've graduated from a program of graphic design, creative communications or marketing
- You have really good writing skills; you can tell a story and entice people to take action (click through, buy, share, whatever!).
- You're already active in a variety of social media platforms including blogging, Facebook, Twitter, Instagram and Pinterest
- You enjoy photography and design and would be excited to be use your creative talents
- You are interested in the subject matter – living eco, sustainability, weddings, gardening, living a creative and inspired life.

## **About Botanical PaperWorks**

We're a global company that has been producing seed paper for the last two decades. Our mission is to help individuals and organizations celebrate important moments in a stylish and environmentally responsible manner. Using the seed paper, we design stationery, promotional products, wedding invitations and memorial products.

Our products ship to over 50 countries. We design hundreds of products and work with the most amazing customers – people getting married or celebrating the birth of a baby, people remembering their loved ones in a memorial service and our favorite Fortune 1000 brands like Starbucks, McDonalds, Toyota, Cirque du Soleil, and Lululemon.

We've won three Best in Green awards, and we've been featured in publications around the world including Elle, Martha Stewart Weddings, the Globe and Mail, InStyle, Huffington Post and much more.

But enough about us....we want to hear from you!

## **How To Apply**

To apply, please send an email to [hr@botanicalpaperworks.com](mailto:hr@botanicalpaperworks.com) complete with:

- a resume and cover letter
- writing and design samples
- links to your social media accounts
- a 140 character sell on why you think you'd be a good fit at Botanical PaperWorks

We thank all applicants but only those selected for an interview will be contacted.