

Marketing Analytics & Social Media Coordinator

Location: Cedar Rim Nursery

Job Type: Flexible schedule; no remote work, onsite work required

Compensation: \$22.00 + per hour, based on experience

Join Our Team

Cedar Rim Nursery is seeking a creative and analytical Marketing Analytics & Social Media Specialist to join our team.

This role is ideal for someone who enjoys creating engaging content while also using customer and marketing data to understand what works. You will help strengthen Cedar Rim's digital presence, better understand our customers, and turn insights into effective marketing campaigns.

Position Overview

This is a hands-on marketing position combining social media, content creation, customer insights and digital marketing.

You will manage Cedar Rim's social media presence, help develop seasonal campaigns, analyze customer and campaign performance, and support email, website, loyalty and digital advertising initiatives.

You will work closely with our Retail Manager to develop and execute marketing and social media initiatives that showcase our brand, promote products, engage in our community, and support in-store promotions and events.

Our goal is simple: create marketing that connects with our customers and use data to continually make it better.

Requirements

- 3+ years of marketing, digital marketing & social media or related experience.
- Strong social media and content creation skills.
- Excellent writing, editing and communication skills.
- Strong visual judgment and creative thinking.

- Experience analyzing marketing & customer data.
 - Understanding of email marketing, customer segmentation and retention.
 - Familiarity with Google Analytics, Google Ads and social media analytics.
 - Experience with website or e-commerce platforms.
 - Comfortable working with spreadsheets, reports and performance data.
 - Able to work independently and manage multiple priorities.
 - Interest or experience in plants, gardening or horticulture is an asset.
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Key Responsibilities

- Plan, create and manage Cedar Rim's social media content and calendar.
 - Create engaging photo, video and written content featuring plants, products, people and seasonal activity.
 - Monitor social engagement and use performance data to improve content.
 - Analyze customer behaviour, purchasing patterns and marketing performance.
 - Identify customer segments and opportunities for targeted marketing.
 - Track customer retention, repeat purchasing and campaign results.
 - Plan and execute email marketing and customer communications.
 - Support loyalty, retention and customer reactivation initiatives.
 - Maintain current and engaging website and e-commerce marketing content.
 - Support Google Ads, SEO, local search and other digital marketing initiatives.
 - Help plan and execute seasonal campaigns, promotions and events.
 - Turn marketing data into clear recommendations and next steps.
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Work Schedule

- Flexible schedule
 - On-site at Cedar Rim Nursery.
 - Occasional evening or weekend availability may be required for events and seasonal initiatives.
 - This is an on-site role and is not a remote position.
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Why Join Us?

- Competitive compensation based on experience.
- Staff discount.
- Supportive, team-oriented work environment.

- Opportunity to shape Cedar Rim's social and digital presence.
 - Work with both the creative and analytical sides of marketing.
 - Work in a unique, vibrant and plant-filled environment.
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Apply Today

If you enjoy creating great marketing and understanding why it works, we'd like to hear from you.

Apply online at Cedar Rim Nursery under *About Us > Join Our Team*. Please complete the online application form in full, including references.

Along with your resume, we encourage you to include examples of social media content, campaigns, photography, video or other relevant marketing work.

Only qualified candidates will be contacted for interviews. We appreciate your interest in joining the Cedar Rim Nursery team.
