

Digital Marketing Specialist (Horticulture)

Perhaps you're a recent graduate from the plant sciences or horticultural field with an interest in marketing, blogging, and creating original content online. Or, maybe you're a marketing specialist interested in learning more about horticulture and plant sciences.

Either way, you're looking for a place where you'll feel like part of the family from day one. You want to join a company where you'll take on a diverse role filled with variety, and where you can be part of the agricultural revolution as the world looks to precision farming to feed growing populations and conserving resources.

We're P.L. Light Systems, we've got the opportunity for you.

We build the lights that make things grow: for everything from tomatoes to tulips, our products have what a plant needs when sunlight's in short supply. We've been providing the best in lighting systems to greenhouses for years. In fact, we're the North American market leader in horticultural lighting.

We're looking to add a **Digital Marketing Specialist** to our close-knit team.

That's where you come in.

Digital Marketing Specialist

We're looking for someone with a strong knowledge of, or interest in, plant physiology—along with a solid understanding of marketing and the digital media landscape. This unique role offers an exciting opportunity to engage with growers, researchers and thought leaders within the Controlled Environment Agriculture (CEA) community on the role of lighting technology in controlling plant growth and physiology.

This position offers a hybrid opportunity to practice or improve your horticultural expertise and your marketing skills. In this hands-on role, you'll be leading our digital strategy and the community management of social media platforms.

Working closely with the Sales, Marketing, and Research & Development teams, you'll provide insights into using light management strategies to improve yield, quality and physiological responses of plants.

On a practical level, you will:

- Create original content for all P.L. Light's digital platforms (social media, blogs, email marketing campaigns, infographics, project features, etc.) to reinforce the company's position as the horticultural "lighting knowledge company"
- Act as community manager for social media platforms and engage in meaningful and appropriate two-way conversation with target audiences
- Optimize SEO-friendly content for both web and mobile platforms

- Use social data/metrics, insight, and best practices to implement strategies to optimize use of social media channels
- Manage blog calendar and, utilizing your knowledge of or interest in horticulture and plant sciences, develop meaningful content
- Write and/or source evidence-based content for social media posts, blogs, crop cultivation guides, newsletters and white papers
- Share knowledge on how growers (with a focus on food, ornamental and medicinal crops) can optimize their production environment (e.g., greenhouses, multilayer growing facilities, etc.) through lighting applications

Ideally, you are:

- **Creative and energetic** – you're always looking for new ideas, and new ways to market our brand and share information and knowledge with the horticultural community. You embrace the latest social media trends, produce great written and video content, and are excited to dive in and make an immediate impact.
- **Driven and engaged** – you have fun at work, but not at the expense of quality. Everything you produce is polished and professional. You work hard and take great pride in your work, and love seeing the positive results of your efforts.
- **Positive and outgoing** – you're excited to come to work every day, and people are drawn to your great personality. You embrace and add to our culture and help raise the level of the entire team.

Here's what We're Looking For:

- Experience in a relevant marketing role developing original content or experience in horticulture and plant sciences
- Experience (preferably in horticulture or related) creating digital content for social media posts, blogs, and/or websites, and editorial experience
- Strong knowledge of online marketing and good understanding of major marketing channels and the digital media landscape
- Basic experience managing Facebook, LinkedIn, Twitter, Instagram, and YouTube and other social media platforms
- Strong familiarity with SEO best practices, keyword search, and social media marketing is an asset
- Solid understanding of cultivation within CEA applications or plant theology is strongly preferred
- Experience using Microsoft Office Suite (Excel, Word, Outlook, etc.)
- Any experience with the Adobe Creative Suite (Photoshop, Illustrator, etc.), Google Analytics, and WordPress would be an asset

This is a full-time, permanent role with a salary commensurate with experience, annual bonus, group benefits (health, dental, vision, etc.), and RRSP matching.

Office hours are Monday to Friday, from 8:00am to 4:30pm in our office, located in Beamsville just off the QEW and South Service Rd., near the Hamilton area.

To Apply

Submit your online application here: <https://www.fitzii.com/apply/38285>

We value diversity and inclusion and encourage all qualified people to apply. If we can make this easier through accommodation in the recruitment process, please contact us with the “Help” button in the application.

We will review applications as they are received, **with priority given to those who complete the assessment**, and look forward to hearing from you.