

## Utah Flower Market

### Social Media and Marketing Specialist (Part-Time)

**Position:** Social Media and Marketing Specialist

**Hours:** 4 hours per week, \$18-20 per hour DOE

**Location:** Mostly remote with occasional on-site visits to farms and the Utah Flower Market

#### About Us:

As a grower-owned cooperative market, we create opportunities for growers and buyers to connect and to share the joy, beauty, and abundance of unique local flowers. We make it easy for flower lovers and flower farmers to collaborate in ways that are mutually beneficial and that encourage sustainable growth in our industry, while bringing a high quality product to our community.

#### Role Overview:

We are seeking a creative and motivated Social Media and Marketing Specialist to enhance our online presence and engage our audience. This part-time position is ideal for someone with a passion for storytelling, a keen eye for visuals, and the ability to balance multiple tasks efficiently.

#### Key Responsibilities:

- **Content Creation:** Develop, curate, and manage engaging content (images, videos, and copy) for social media platforms, including Instagram, Facebook, and other relevant channels.
- **Photography:** Take high-quality photos of flowers, arrangements, and farm visits to showcase our offerings and partnerships.
- **Farm Visits:** Occasionally visit local farms to gather content, build relationships with growers, and share behind-the-scenes stories.
- **Newsletter Management:** Write and send a weekly email newsletter to our subscribers, highlighting market updates, seasonal blooms, and special events.
- **Community Engagement:** Respond to comments, messages, and inquiries on social media promptly and professionally.
- **Time Management:** Efficiently manage tasks and meet weekly deadlines within the allocated 4 hours.

#### Qualifications:

- Excellent written and verbal communication skills.
- Strong time management and organizational abilities.
- Experience in social media management, content creation, or marketing.
- Proficiency in photography and basic photo editing.

- Familiarity with email marketing platforms (e.g., Mailchimp) and social media scheduling tools (e.g., Buffer, Later).
- Passion for flowers, sustainability, or local markets is a plus.

**What We Offer:**

- Flexible hours with the freedom to work remotely most of the time.
- Opportunities to connect with local growers and showcase their stories.
- A chance to contribute creatively to a growing community-driven business.

**How to Apply:**

If this role sounds like the perfect fit for you, please send your resume, a brief cover letter, and links to any relevant work or portfolio to [utahflowermarket@gmail.com](mailto:utahflowermarket@gmail.com). Applications will be reviewed on a rolling basis.

We look forward to hearing from you and exploring how you can bring our flower market to life through your creativity and expertise!