



Marketing Manager

Location: Waterloo, WI

Are you a dynamic marketing professional looking for a role where you can make a real impact? Do you thrive on creativity, strategy, and results-driven marketing? Join McKay Nursery Company, a 100% **employee-owned (ESOP) business** with a rich history of growing quality plants since 1897. We're looking for a **Marketing Manager** who will drive our brand, engage customers, and elevate our marketing efforts to new heights.

Why McKay Nursery?

- **Employee Ownership:** As an ESOP company, we all share in the success of our business.
- **Competitive Benefits:** This is a full-time salaried position that includes health, dental, disability, life insurance, paid time off, paid holidays, 401(k), and a fully company-paid retirement program (ESOP).
- **Creative Freedom & Leadership:** Shape the marketing vision and strategy for a company with deep roots and strong growth potential.
- **A Growing & Green Industry:** Be part of a team that helps beautify landscapes and grow a sustainable future.

About the Role

As our Marketing Manager, you will be the driving force behind all marketing initiatives, ensuring that McKay Nursery continues to thrive in both wholesale and retail markets. This role is perfect for a creative, strategic, and hands-on marketing leader who enjoys managing multiple channels and initiatives while continuously optimizing for growth.

Key Responsibilities

- **Lead and Execute Marketing Campaigns:** Oversee all advertising, marketing, and promotional activities from ideation to execution.
- **Drive Brand Awareness & Customer Engagement:** Develop innovative strategies to attract and convert customers across multiple sales channels. Be the brand ambassador by following brand standards.
- **Manage Digital & Traditional Marketing Channels:** Experiment with organic and paid strategies, including PPC, SEO, social media, email marketing, and content marketing.
- **Optimize Our Online Presence:** Enhance McKay Nursery's website by managing content, blog posts, improving SEO, and implementing updates.

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- **Create Compelling Content:** Assist in designing and creating marketing materials such as two annual catalogs, postcards, digital ads, mailers, event promotions, signage, and digital assets using Adobe Creative Suite.
- **Build Strategic Industry Partnerships:** Develop relationships with key vendors, agencies, and industry partners to expand reach and influence.
- **Manage Budget & Performance Analytics:** Manage marketing budget and allocate resources wisely, analyze campaign effectiveness, and continuously optimize marketing efforts based on data insights.
- **Lead Visual Content Creation:** Capture and edit high-quality photos and videos of products and landscaping projects to enhance marketing materials and brand storytelling.
- **Enhance Customer Experience:** Monitor and respond to company and product reviews on Google, social media, and third-party review platform to build trust and engagement.
- **Collaborate Across Departments:** Create marketing material that provides benefits to all internal stakeholders on the wholesale, retail, landscaping and garden center teams.

What We're Looking For

- Bachelor's degree in Marketing, Communications, or related field.
- Proven success in developing and executing marketing strategies across digital and traditional platforms.
- Experience in content creation, social media marketing, and lead generation.
- Experience in email marketing.
- Strong knowledge of Google Analytics, SEO, and Google and Facebook Ads.
- Proficiency in Office 365, Adobe Creative Cloud Suite (Illustrator, InDesign, and Photoshop), Canva, video editing software.
- Ability to analyze data, identify trends, and optimize marketing campaigns.
- Ability to drive to garden centers and landscaping jobs to take photos.
- Exceptional writing, storytelling, and creative communication skills.
- A passion for plants, gardening, and the green industry is a big plus!

Ready to Grow with Us?

If you're looking for a leadership role in a growing company where you can shape marketing strategies, drive business growth, and work with a passionate team, we'd love to hear from you. Apply today and become a part of our 125+ years of success!

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