



Marketing and Social Media Manager

Seedling & Sage Catering Co. is a modern farm to table catering company in Glenside, PA. We cater events onsite at our exclusive properties, and off site at private residences and dozens of event venues in the Philadelphia region.

POSITION:

Marketing and Social Media Manager

DESCRIPTION:

Our ideal candidate has a keen eye for designs, trends, style and an overall rustic luxe aesthetic.

The Marketing Manager is responsible for the overall branding and marketing of Seedling & Sage a high end events + catering company. Our team has a high energy, creative, collaborative and fun culture. We all work together to get the job done! This job encompasses all digital and print media including: social media, websites, blogs, press releases, on-line lead sources, sales kits, flyers, blast emails, and more. We are looking for a team member with high attention to style, detail and design to uphold and elevate our overall aesthetic. Excellent written and verbal communication skills.

General Responsibilities:

- Manage and enhance annual marketing calendar to incorporate all business verticals
- Assure all digital and print marketing adheres to the company's overall branding guidelines
- Create content for and manage company's social media presence- photography and videography
- Create and design all print materials for sales kits, events, and promo
- Weekly email blasts and database management
- Organize and manage a library of digital content (photos, branding materials, etc.)
- Evaluate current marketing efforts, work with sales team on future needs
- Manage outsourced services (printing, design, etc.) needed to execute company marketing initiatives
- Train team members on overall branding to assure continuity at all events (ie: labels, menus, signage, flyers, etc)
- Support sales teams in evaluating and improving effectiveness of ongoing marketing efforts
- Assist owners in creating copy for press releases, newsletters, website, blogs
- Photo/digital asset management, photo gallery organization and upkeep
- Staging photo shoots and style sessions for venues, food, events
- Assist culinary team with recipe books, food styling guides
- Research on market competitors

Qualifications:

- Bachelor's Degree or equivalent experience
- 2-4 years experience in similar marketing capacity with hospitality industry
- Proficient: MS Office Suite, Google, Canva, Constant Contact
- Ability to work independently, create own work flow and manage simultaneous projects
- Valid drivers license and vehicle to travel to and from events as needed

- Ability to multitask and be flexible with prioritizing when working on multiple projects at once.
- Thrives in high paced, high energy, people-focused team environment
- Some night and weekend work
- Positive 'can do' attitude modeling company motto 'We Make People Happy.'
- Portfolio availability is a bonus, or on-line samples

Company Culture:

- FUN Monthly/Quarterly birthday parties, team events onsite and offsite
- FLEXIBLE Opportunities to work remote and/or flex schedule as needed
- PLAY 9 holidays off to assure you spend quality time with family/friends/pets
- EAT Team lunches and treats from our culinary team
- CAREER membership in industry associations for further training, networking
- GROW Rapidly growing company that allows for expanded job roles
- COLLABORATE weekly meetings, company task forces, morale committee
- PLAN be a part of planning and designing over 500 events per year all over the tri-state area

Compensation: \$45,000-\$55,000

- Salary commensurate with experience and skills
- Benefits: Medical, Dental, Vision, Paid Vacation Time, 9 paid company holidays
- Cell Phone Stipend
- Flexible Work Schedule, Work From Home Option (after introductory period)
- Excellent References

Email resume to Melissa McDevitt mmcdevitt@seedlingandsage.com