



Better Plants. Better Advice. Better Results.

MOANA NURSERY'S POSITION SUCCESS PROFILE

Name: Future Amazing Teammate
Position Title: Assistant Director of Marketing
Division/Location: Marketing Team - Reno, NV
Date: 1/31/2021
Reports To: Director of Marketing
Position Status: Exempt, Full-Time

Primary Job Purpose & Key Business Needs: This position has a leadership role in developing marketing strategies to position and brand Moana Nursery as the local green industry experts, growing the customer base and expanding the multiple business operations. The primary responsibilities of this position include team and budget management, video production and integrated digital marketing efforts. Analysis of marketing efforts is critical to the continual improvement of operations and as a fundamental job responsibility. Manage all external media placement partners, as needed. Support eCommerce site optimization and participate in NEW website design and on-going content development. Expectations include to assist in developing an appropriate employee training program. Lead marketing asset library collection and maintenance standards.

Principal Responsibilities & Accountabilities:

- **Operations Safety**
- **Handles all video production**
- Supports internal communications
- Photography
- Improves electronic marketing asset organization
- **Leads digital, email and social media marketing strategies**
- Manages paid advertising efforts including SEO, SEM, Display, PPC and Paid Social Promotions
- Assists with creating blog & website(s) content
- Identifies issues & opportunities that require Moana Nursery to change
- Graphic Design & Branding
- Copywriting & email marketing

Key Performance Results:

Success in this position directly impacts the success of Moana Nursery's operating performance. This position's success is measured using the following performance measurements.

Primary Performance Measurements: The 4 most important measurements of success of this position.

- Customer Engagement/Traffic
- Content Development
- **Marketing Performance**
- **Video Production**

Secondary Performance Measurements: Other important measures that indicate success in the position.

- **Safety (Accidents & Injuries)**
- Internal Communications
- Marketing Budget
- # of photos
- Asset Library
- Manage external partners

Moana Lane Garden Center & Corporate Office
1100 W. Moana Lane
Reno, NV 89509
(775) 825-0600
(775) 825-0602 - Corporate Office

South Virginia St. Garden Center
11301 S. Virginia Street
Reno, NV 89511
(775) 853-1319

Pyramid Way Garden Center
3397 Pyramid Highway
Sparks, NV 89431
(775) 425-4300

Landscape Services & Design Center
1190 W. Moana Lane
Reno, NV 89509
(775) 825-0602 ext. 134
NV Lic. #3379A, D & CA Lic. #317448



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ASSISTANT DIRECTOR OF MARKETING

Objectives & Measurements of Success: Your position matters! When you meet your objectives with consistent passion you help your team and our company meet our objectives and you make a difference to our customers and our community. The Primary Performance Measures below will indicate if you are succeeding.

Increase Total Retail Transactions by 10% :

As measured by the YTD variance in retail transactions as reported on the monthly retail transaction summary.

YTD Var. Q1: _____ YTD Var. Q2: _____ YTD Var. Q3: _____ YTD Var. Q4: _____

Improves marketing's electronic asset system:

As measured by the completion of a centralized electronic library and creating standardized use.

Completed on: _____ Audited 3 months later for enforcement: Date Audited: _____

Produce at least 25 videos (total) and 3 seasonal google street views for all 3 stores:

As measured by the publication of the videos and street views.

of Videos Produced _____ Street Views ML: _____ SV: _____ PW: _____

Develop monthly marketing performance summary & distribute to Retail Team:

As measured by the approved performance summary framework and distribution by the 10th of every month:

Date Completed: _____ Report Sent: Apr ___ May ___ Jun ___ Jul ___ Aug ___ Sep ___ Oct ___ Nov ___ Dec ___

FUTURE AMAZING TEAMMATE

Personal Goals: You are substantially more likely to achieve your goals if you write them down and share them with others. If, we know where you want to go, we can help support you achieve your goals.

Personal Vision

Insert personal vision here

Professional Goal(s)

- Learn EPICOR
- [Click here to enter text.](#)
-

Expertise Goal(s)

-
-
-

Personal Priorities

-
-
-

Future Teammate, Date

Deanna Gescheider, Date

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