

Vandermeer Nursery Ltd.  
588 Lakeridge Road South, Ajax, Ontario L1Z 1X3  
vandermeernursery.com (905) 427-2525

## **Marketing & Communications Associate**

### **ABOUT US**

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Vandermeer Nursery is a destination garden centre and greenhouse in Ajax that has been growing quality plants since 1961. We sell hundreds of varieties of annuals, perennials, tropical plants, aquatic plants, trees, shrubs and more. We also offer quality pond hardware and pond fish to serve our water gardening customers. We are the largest garden retailer in the Durham region.

### **JOB OVERVIEW**

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We are seeking an independent, self-motivated, creative designer with a proven skill in layout design and photography to join our Marketing team. This role will design promotional content with a focus on our print advertising and marketing collateral including our monthly sales flyer and social media channels. This role will also act as coordinator to publicity events as needed.

This full-time Marketing & Communications Associate role will be responsible for:

- Developing and designing eye-catching print and digital media assets to support our sales and advertising initiatives.
- Photographing products and recording events for promoting on our print advertisements and social media channels.
- Building and maintaining relationships with media and publicists to promote the Vandermeer Nursery brand.
- Coordinating and liaising with media, event leads and publicists on graphic design, photography, and other administrative needs at our store events or offsite events as needed.
- Writing copy and designing graphics for social media, infographics, and advertising for key social platforms such as Facebook, Instagram, etc.
- Gathering information and materials from stakeholders, preparing design concepts for review.
- Illustrating concepts by designing mock-ups of art and copy for stakeholder approval.
- Completing projects by coordinating with outside agencies, art services, printers, etc. and ensuring timely delivery of digital artwork.
- Ensuring accurate information is communicated in all published material.
- Create engaging posts for social media accounts and track metrics.

### **QUALIFICATIONS**

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- Strong understanding of graphic design principles, design layouts, and visual communication.
- Proven editing skills in Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Lightroom, etc).
- Photography experience using manual settings with DSLR cameras and detachable lenses.
- Proficient in PC-based environment with Microsoft Office, Google Mail and Google Drive.
- Excellent written, proofreading, verbal and interpersonal skills.
- Detail-oriented with strong time management skills.

- Ability to accept and integrate constructive feedback.
- Ability to manage multiple projects at a time.
- Ability to work efficiently with the team under tight deadlines, adapt quickly to changes with an assertive and positive attitude.

## **EXPERIENCE**

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- Graphic Design: Bachelor's Degree or minimum 3 years of design experience
- Communication: 2 years (preferred)
- Photography: 2 years (preferred)
- Social Media: 1 year

To apply for this position, please send along your résumé, cover letter, and any portfolio examples to: **employment@vandermeernursery.com**

Vandermeer Nursery would like to thank all applicants for applying, but only those applicants best suited for the position will be contacted for an interview.

We are an equal opportunity employer. It is our policy to recruit and select applicants for employment solely on the basis of their qualifications, with emphasis on selecting the best qualified person for the job. We not discriminate against applicants based on race, color, religion, sex, sexual orientation, national origin, or disability or any other status or condition protected by applicable law.

Job Type: Full-time