



Title: Procurement and Marketing Director

Reports To: President

Job Summary: Purchase material for Unity Church Hill Nursery and Unity Landscape and manage marketing aspects for both companies.

Overview

Unity's Procurement and Marketing Director position is an excellent opportunity for a professional to join a growing, fast-paced company. We are seeking a motivated individual who is comfortable in a management role and who has knowledge of plant material as well as best marketing practices.

Unity Church Hill Nursery (UCHN) is a comprehensive garden center and plant production nursery with a focus on growing native plants. Our sister company, Unity Landscape Design Build (ULDB) is a full-service landscape design and installation company located outside of Chestertown on the Eastern Shore of Maryland.

Core Responsibilities

- Purchase and manage products for UCHN retail outlet as well as ULDB landscape division.
- Create and maintain visually appealing displays to entice customers, highlight items, and increase sales.
- Coordinate wholesale customer orders as well special order requests to ensure the product is acquired and delivered to the customer.
- Assist staff with sales in the absence of retail staff, for special events, at high volume times or when help is needed.
- Manage nursery signage and point of sale materials.
- Maintain UCHN and ULDB websites and Google pages.
- Create, monitor, and collaborate with staff on social media posts and email blasts.
- Participate in nursery business meetings and share updates on marketing, purchasing, and any other relatable news.

- Perform other necessary duties as assigned by Unity Management.

Preferred Qualifications and Competencies

- Knowledge of plant material.
- Sales or customer service experience preferred.
- Exceptional verbal and written communication and interpersonal skills.
- High attention to detail and strong ability to multi-task.
- Ability to work independently and as a member of a team.
- Experience in leadership position.

Compensation and Schedule

- Salaried position. Pay is commensurate with experience.
- Full-time year-round position.