**Marketing Administrator**

**Family Tree Farms, Reedley CA**

Family Tree Farms is a family-owned grower/packer/shipper headquartered in Reedley, CA. Our operation encompasses over 5,000 acres of stone fruit and blueberries in central California as well as a combined 3,000 acres of blueberries in Mexico and Peru. Family Tree Farms’ mission statement is “to consistently produce, package and market the most flavorful fruit in the world.” In pursuit of this mission, we have established strong, world-wide relationships with our retail and wholesale partners. We are looking for capable and visionary people to join us and to be part of our flavor-focused growth plan.

Family Tree Farms is currently looking for a Marketing Administrator. This position’s key responsibility is to provide day-to-day marketing support to the sales staff. While reporting directly to the Marketing Manager, the person in this position must also be able to adeptly respond to projects and requests from multiple sources. Strong Power Point and Excel skills are a big plus. This position will be exposed to a wide range of activities throughout our operations. The ideal candidate will be someone who is flexible, adaptable, and welcomes new opportunities.

**Likely projects and roles will include:**

- Customer reviews and presentations
- Learn the basics of Famous software in order to pull basic data for customers and growers
- Creation and assembly of meeting materials
- Maintain product photo database – taking new variety and packaging photos as necessary.
- Learn photo editing software
- Develop flavor descriptors for new varieties
- Coordination/planning of customer educational group trips
- Trade show planning and logistics
- Manage product sample shipping program during summer months
- Assist summer intern as needed in other sample shipments
- Meeting planning and logistics
- Act as technical, A/V expert in setting up equipment onsite and offsite for meetings.
- Mailings of requested material to customers
- Manage grower contracts and related documents
- Respond to website and social media comments
- Manage community support projects (primarily school sports program ads – includes ad creation)
Requirements:

- Power Point
- Excel
- Social Media for business purposes
- Basic photography skills
- Organized and self-directed

Additional Skills Preferred but not Required

- Photography and photo editing
- Video and video editing
- Graphic design capabilities
- Experience with Famous software