

**From:** Marcus Duck <duckmarc@msu.edu>  
**Subject:** **Fwd: [Fwd: RE: looking for a niche new hire]**  
**Date:** December 23, 2010 9:52:51 AM GMT-05:00  
**To:** Marcus Duck <duckmarc@msu.edu>



---

We are looking for a young, energetic, "hip" person to fill a new job - Stacy's Webmaster/Facebook/Youtube Extrordinaire. We are having a big push to market with the Social Networking phenomenon, and need someone to work specifically on this.

This person does not have to have Hort education, but it would help a bit I would think. Please pass on to any Departments that you think would fit - Graphic Design, Marketing, Horticulture, etc.

Have them contact me or our C.I.O., Bob Jones ([rjones4@stacysgreenhouses.com](mailto:rjones4@stacysgreenhouses.com)).

Thanks,  
Tim

## **Social Media Specialist**

Do you have a passion for tweeting? Are you on Facebook every day, even late into the night? Do you take pride in your communication abilities? Can't stop blogging? Is social networking your life? If this describes you and you have a passion for plants, then Stacy's Greenhouses is the place for you!

We seek a highly motivated individual with experience and fanatical passion for blogging, tweeting, and participating leadership. This position will be full time, salaried, with benefits included.

We specialize in the growing and selling of flowers and plants to various vendors throughout the seasons of the year. Located in the Charlotte Metropolitan area, York County, SC, Stacy's Greenhouses provides a unique 'cultivated' atmosphere where growing things is what we do, whether it is plants, programs, or careers.

Applications are now being accepted for this exciting and unique position. Please see below for the requirements and qualifications for this thrilling opportunity!

### **Qualifications and Experience**

- Bachelor's degree in a related discipline towards horticulture, plant pathology, seed physiology, advertising, marketing, graphics, web development, English, IT, etc.
- Must be outgoing and personable.
- Have a current and growing knowledge of the social network universe including, but not limited to, YouTube, StumbleUpon, Digg, Reddit, Flickr, Forums, Twitter, Wikis, blogs, etc.
- Must be proficient with Microsoft Office products.
- Lead/monitor discussion groups.
- Extensive user experience with the various networking avenues.
- Knowledge of mobile technologies.
- Great researching ability.
- Creative ability and deep immersion in social media.
- Knowledge of internet search engines.
- Outstanding verbal and written communication skills and an ability to work well individually and/or with a team.
- Eager to meet and exceed given objectives.
- Video and editing skills.
- Basic website design knowledge.

### **Duties and Responsibilities**

- Be the eyes and ears of our brand as if your own reputation depended on it.
- Build and maintain our content distribution network through as many social network channels as possible.
- Identify threats and opportunities in user generated content surrounding our products and report it to the appropriate parties.
- Create content for feeds and snippets in various social websites.
- Structure social media promotions.
- Work to develop viral and word of mouth marketing strategies.
- Maintain presence on social networks.
- Participate in social media as yourself on our behalf.
- Minute by minute participation in conversations that surround our business and brand, answer comments, and be a mediator.
- Analyze new routes and new ideas that could promote our brand in better ways.
- Implement design strategies that will take us where no greenhouse has gone before!

### **Applications**

- Send all resume and salary history to *hr@stacysgreenhouses.com*