

Job Description: Marketing Coordinator at Jensen Outdoor

Join the Team Responsible for Innovatively Marketing Sustainable Luxury Wood Furniture

Location: 1900 Old Williamsburg Rd., Sandston, VA 23150

Conveniently located near the Richmond airport

Job Type:

Full-Time, In-Person

Salary:

\$48,000-\$52,000 per year

Years Experience:

2-4 + Bachelors Degree

Who We Are:

Jensen Outdoor is not just a brand; we are the stewards of sustainability and the artisans of outdoor luxury. Based near Richmond, VA, our roots dig deep into the heart of Ipe forests in Bolivia, where our FSC®-Certified commitment to the environment grows as robust as the wood we harvest. With a sustainable sourcing heritage dating back to 1995, our designs are inspired by nature, shaped by award-winning creativity, and tested to offer a legacy of outdoor enjoyment.

Your Role:

As a Marketing Coordinator, you will be the fertile soil that nourishes our brand's growth. Under the canopy of our Marketing Director you'll sow the seeds of our marketing initiatives and cultivate Business to Business (B2B) marketing relationships with Interior Designers and Retailers alike. You'll blossom in a collaborative culture that thrives on innovation and values every sprout of an idea you bring to the table.

Key Responsibilities:

- Reporting to Marketing Director you will collaborate in developing and executing marketing strategies that align with our vision of sustainability and luxury.
- Support trade show preparedness (design of showrooms through to getting the show assets ready) Print, Digital, Social, Video, Editing.
- Learn the field of furniture for outdoor use as you give input to the new furniture design process.
- Utilize your green thumb in social and digital marketing to help our online presence flourish.
- Help craft website landing pages and keep product details relevant with new visuals and data points.
- Analyze market trends to ensure Jensen Outdoor's growth rings remain wide and strong.

Who will succeed here:

- Organized & Motivated
- Learns quickly from feedback
- Picks up new skills rapidly
- A self-driven learner
- A creative problem-solver

Skills Proficient In: _____

Programs Proficient In: _____

Need to Have Previous Experience in or Interest in Learning In The Following:

- Photography
- Lighting
- Editing
- Grammar
- Eye for Detail
- Creative Thinking
- Strategic Thinking
- Tactical Execution

Nice

- Design perspective
- Composition

Need Some Experience In:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Microsoft Excel / Google Sheets
- Microsoft PowerPoint / Google Slides
- Microsoft Word / Google Docs
- Macintosh Computer Environment

Nice:

- Adobe InDesign
- Sketchup
- AI Tools Such As ChatGPT

Benefits:

- Health & Dental Coverage to keep you thriving
- 401k + Match to build your nest egg
- Eleven Paid Holidays for times of rest and rejuvenation
- Competitive PTO for when the outdoors calls you away
- A Cooperative Culture where every voice germinates change
- Sustainable Products that let you make a difference with each project
- A Safe Working Environment to root your career in stability

The Jensen Difference:

Our process, from the Bolivian heartwood to the 'smooth-as-glass' finish, is a testimony to our unwavering commitment to quality. We craft our furniture to not just weather the seasons, but to celebrate them in style and sustainability.

Your Path:

At Jensen Outdoor, your career will be as enduring as our furniture. With a landscape of opportunities to learn and grow, your journey here will be an evergreen story written in the rings of personal and professional growth.

Ready to Join?

Plant your career where it can thrive. Apply to be a Marketing Coordinator at Jensen Outdoor and let's grow together into a future where every backyard is a testament to sustainable luxury.

To apply, [please submit your resume and a cover letter to marketing@jensenoutdoor.com](mailto:marketing@jensenoutdoor.com) that tells us about your own growth rings – the experiences that have shaped your career in marketing.

Jensen Outdoor is an Equal Opportunity Employer. We welcome all applications without regard to race, color, religion, sex, national origin, age, disability, or genetics.

At Jensen Outdoor – Our Core Values are “Made to INSPIRE.”

- **INTEGRITY** — *“Strength through honesty”* It all starts with doing the right thing.
- **NIMBLE** — *“Embrace the change”* Change is normal (and positive) in a fast-growing business.
- **SUSTAINABLE** — *“We are good stewards”* We care about the environment and our fellow man.
- **PASSION** — *“Delight in what you do”* We are ambassadors of our organization.
- **INNOVATIVE** — *“See it and solve it”* As problems arise, we identify and solve them.
- **RELIABLE** — *“Count on me”* Showing up on time ready to go.
- **EMPATHY** — *“We care”* Give a helping hand to your fellow employee and our customers.