



Watson Farms of Lowrys, LLC
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Farm Store & Marketing Coordinator

About Watson Farms

Watson Farms is a pasture-based farm located near Lowrys, SC. We operate a pastured meat business serving consumers directly with a focus on our direct-to-consumer ecommerce website through which we serve over 1,500 customers and counting. Products we bring to market include grass-fed beef, pastured pork, and pastured chicken.

All of our pastured meat enterprises are growing, and we are looking for an energetic individual to assist with marketing tasks as well as office and store duties. We are especially interested in finding someone who views this position as something that they see themselves doing long-term. We look forward to welcoming a passionate and goal-oriented individual to our team to help our farm become a reliable source of wholesome foods for even more families across the Eastern U.S.

Position Overview & Schedule

This role combines retail store management, creative social media marketing, and customer service administration.

- **Hours:** Approximately 38 hours per week
- **Location:** On-farm store near Lowrys, SC

Approximate Weekly Work Schedule:

- **Monday:** 9:45 AM - 6:15 PM
- **Tuesday:** 9:45 AM - 6:15 PM
- **Wednesday:** CLOSED / OFF
- **Thursday:** 9:45 AM - 6:15 PM
- **Friday:** 9:45 AM - 6:15 PM
- **Saturday:** 9:45 AM - 2:15 PM
- **Sunday:** CLOSED / OFF

Key Responsibilities

1. Farm Store & Inventory Management

- **Store Management:** Manage the daily operations of the farm store, including inventory management, cleaning, organizing, and maintaining an excellent store appearance.
- **Shelf Stocking:** Keep store shelves fully stocked and presentable for incoming visitors.
- **Inventory Tracking:** Update and adjust inventory records at the end of each work day to accurately reflect what was sold in the store and what was utilized for subscription boxes.

2. Social Media & Content Creation

- **Posting Frequency:** Post to the farm's Facebook and Instagram pages roughly 5 days a week with a strategic mix of sales and informative content.
- **Informative Content:** Focus posts around the history of Watson Farms, our regenerative agriculture methods, upcoming farm events, and real-time updates on what is happening out on the pastures.
- **Content Sourcing:** Use photos from the Marketing Album or utilize down time or moments when the storefront is covered to walk the farm and capture high-quality photos and videos for content creation.
- **Research & Repurposing:** Brainstorm new ideas by reviewing our extensive blog and newsletter archives dating back to 2014, and by researching similar farms to generate fresh marketing concepts.

3. Customer Service & Website Administration

- **Communication:** Serve as a primary point of contact by answering incoming phone calls, returning missed calls/voicemails, and responding to customer emails in a timely and professional manner.
- **Complaint Resolution:** Maintain excellent phone etiquette while acknowledging and efficiently resolving customer inquiries or complaints.
- **Website Auditing:** Perform basic website edits via WordPress/WooCommerce to correct pricing discrepancies, update product images, and ensure information is accurate.

4. Proactive Growth & Initiative

- **Down-Time Tasks:** Demonstrate initiative during quiet store hours by building lists of future social media posts, identifying additional third-party products we could carry, and brainstorming ways to improve the overall customer experience and reach.

Requirements & Qualifications

- **Mission-Driven:** Must be enthusiastic and passionate about Watson Farms' mission of bringing pasture-based, wholesome proteins to families across the Southeast and beyond.
- **Product Knowledge:** Commitment to learning our pasture-raised meat products inside and out to confidently answer customer questions.
- **Communication Skills:** Excellent phone etiquette, clear communication, and comfortable writing engaging social media copy.
- **Required Software Stack:** Familiarity with (or willingness to learn) the following programs:
 - Zendesk
 - WordPress / WooCommerce
 - Google Workspace (Gmail, Docs, Sheets)
 - Adobe products and services
 - Core social media platforms (Facebook, Instagram)
- **Required Reading:** Upon hire, the candidate must read all internal policy documents and read *Amaze Every Customer Every Time* by Shep Hyken.

Compensation & Benefits

- **Hourly Wage:** \$15.00 - \$18.00 per hour, based on experience
- **Employee Discount:** Generous 15% discount on all Watson Farms products.
- **Paid Time Off:** 40 hours of paid time off (PTO) awarded after 1 year of continuous employment.

Please note: This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee. Duties, responsibilities, and activities may change at any time with or without notice.