



Lifestyle Lumber

Marketing Associate | Full-Time | In Person

LifestyleLumber.com | (320)548-3459 | St.Martin, MN

Position Overview

Lifestyle Lumber is seeking a high-energy, creative, and organized Marketing & Sales Associate to take the reins of our brand presence and lead generation efforts. This role is the heartbeat of our external communications, responsible for everything from digital content creation and print advertising to coordinating large-scale community events.

Key Responsibilities

1. Multi-Media Content Production

- **On-Site Capture:** Act as the primary photographer and videographer for the company. Visit job sites and the lumberyard to capture high-quality photos and videos of completed projects, deliveries, and "behind-the-scenes" team activity.
- **Creative Editing:** Utilize **Canva, Adobe Express, Photoshop, and AI platforms** to turn raw footage into professional promotional assets, walkthrough tours, and social media content.

2. Financial & Vendor Management (Co-op Dollars)

- **Co-op Coordination:** Track and manage **co-op advertising funds** with our various vendors and manufacturers. Ensure all marketing materials meet vendor brand guidelines to secure maximum reimbursement.
- **Sponsorships:** Evaluate and coordinate local sponsorship opportunities (youth sports, community events, etc.) to ensure Lifestyle Lumber remains a visible and supportive member of the Cold Spring area.

3. Event Coordination & Community Engagement

- Lead the planning and execution of trade show booths (e.g., Central Minnesota Farm Show, ROCORI Business Expo), including logistics, giveaways, and interactive activities.
- Manage office culture initiatives, including team trivia, curated weekly quotes, and coordinating staff lunches for our 20-person team.

4. Sales Support & Advertising

- Collaborate directly with the CEO to execute advertising campaigns across radio, print, and digital channels.
 - Support the sales team by managing lead databases and ensuring marketing efforts align with current inventory and construction projects.
-

Qualifications

- **Experience:** 1–3 years in marketing, sales coordination, or a related field.
 - **Technical Skills:** Proficiency in **Canva** and **Adobe Creative Cloud**. Comfort operating camera equipment and mobile video tools for field shoots.
 - **Financial Oversight:** Strong organizational skills with the ability to track budgets and manage co-op documentation.
 - **Communication:** Exceptional writing skills with the ability to pivot between professional business communications and witty, engaging social copy.
 - **Mobility:** Must be comfortable traveling to local job sites to capture content as needed.
-

Benefits

- PTO / Sick and Safe Time
- Health, Dental & Vision Insurance offered
- Health Savings Account available
- Profit Sharing

Why Join Us?

Lifestyle Lumber offers a fast-paced, collaborative environment where your creativity directly impacts our growth. You'll work closely with a dedicated team of yard associates, sales reps, and designers. If you're a self-starter who can balance creative field work with the precision of vendor management, we'd love to meet you.

Email Resume to: Isabelle@lifestylelumber.com or info@lifestylelumber.com