Horticultural Ecommerce Manager

JOB SUMMARY:

Help manage and expand a growing ecommerce business touching more than 3,000 independent garden retailers and growers throughout North America. Duties include new product development, website management, sales, marketing and mass communications through e-mail, social media and more. Some travel required, including trade shows and customer visits. Strong communication, writing, computer and social-networking skills required. The sky is the limit for a hard-working individual that enjoys people, the horticultural industry and growing a business.

EDUCATION AND/OR EXPERIENCE: College Degree in Horticulture or related field. Or industry experience.

ABOUT OUR COMPANY:

Horticultural Marketing & Printing (IntegraColor) is a 59-year-old company located outside Dallas in Mesquite, Texas. We are a leading developer and manufacturer of custom marketing tools for the Horticultural industry. These include plant tags, signs, fixtures, catalogs and websites. Customers include growers like Monrovia, Bailey Nurseries, Star Roses, Weeks Roses and Ball Horticulture. Retailers include Lowe’s, Calloway’s Nursery, Pike Nurseries and Armstrong Garden Centers.

Under IntegraColor we market to industries other than Horticulture. Products and services include point-of-sale, fulfillment, online print procurement and technology management. Customers include Coca-Cola, Dollar General, JC Penney, Churches Chicken, Petco and Valero Corner Stores.

TO LEARN MORE CONTACT:

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