

Marketing Generalist

Location: Woodstock, VT

Department: Sales & Marketing

Type: Full-Time Salaried

Salary: \$55,000- 65,000

About Us

At Farmhouse Pottery, we are committed to traditional craft and techniques, rooted in simple, intentional designs for your home. We aspire to bring timeless and functional home goods to our customers, enhancing their living spaces with quality and style.

About the Role

We're looking for a production-minded Marketing Generalist who thrives on getting a high volume of quality content in front of our audience. You'll use AI tools to design and automate email, social, and SMS workflows, move quickly across channels, and keep our brand consistently visible. You have a strong eye for design and brand aesthetics—though you don't need to be a designer yourself—and you're energized by execution, output, and measurable results.

What You'll Do

Email, SMS & Marketing Automation

- Build, schedule, test, and send email, SMS, and site pop-up campaigns in Klaviyo
- Use AI tools to design, draft, and automate email and marketing workflows that increase output and efficiency
- Own list segmentation, A/B testing, and performance tracking to continuously improve results
- Develop and maintain automated flows (welcome, abandoned cart, post-purchase, etc.)

Content Production & Volume

- Drive a high volume of on-brand content across email, social, and e-commerce channels
- Adapt, resize, and format creative assets for marketing, e-commerce, and paid campaigns
- Use established templates, brand guidelines, and AI-assisted tools to produce collateral quickly and consistently
- Manage and maintain the digital image library, ensuring assets are uploaded, tagged, and organized

Social Media

- Help manage Farmhouse Pottery's presence across Instagram, Pinterest, YouTube, LinkedIn, TikTok, and Facebook
- Plan, schedule, and post content using the social media calendar
- Support content creation through video and photo capture
- Ensure ongoing community engagement by liking, commenting, and resharing content from other brands and influencers
- Stay current on social trends, formats, and platform updates (Reels, short-form video, social commerce, etc.)
- Assist with influencer coordination and content asset organization

E-commerce & Cross-Functional Support

- Partner with the e-commerce manager to update and optimize site imagery and creative assets
- Prepare content for home page, product pages, landing pages, and general site updates
- Support programs and initiatives such as loyalty, gift registry, and trade programs
- Coordinate product needs and logistics for photoshoots
- Collaborate with marketing, e-commerce, and sales teams to keep messaging cohesive across channels

What We're Looking For

- A production mindset—you measure success by output, consistency, and getting content live
- Comfort and enthusiasm in using AI tools to design, draft, and automate marketing workflows
- A strong design eye and instinct for brand aesthetics (you don't need to be a designer)
- Strong organizational skills with the ability to manage multiple projects and deadlines
- Familiarity with Klaviyo or a similar email/SMS platform
- Experience supporting or managing a business social media account
- Strong written and verbal communication skills with attention to brand voice and tone
- Basic familiarity with Adobe Photoshop, Illustrator, Figma, or Canva or willingness to learn
- Working knowledge of Shopify Plus and Google Suite desired but not required
- Interest in marketing and content creation with a desire to grow professionally and take on increasing responsibility

Benefits

- Comprehensive health, dental, and vision insurance
- Parental Leave policy
- Company paid holidays and PTO
- 401(k) with company matching

- Opportunity to make pottery, plus product discounts

We participate in E-Verify.