

Agri Trails Coop

Job Description

Job Title: Communications/Marketing Specialist

Department: Administration

FLSA Status: Exempt

Reports To: General Manager

Date: August, 2022

Summary The Communications/Marketing Specialist is responsible for increasing Agri Trails visibility by managing our brand image. This will include the development and execution of all outreach/marketing initiatives for Agri Trails. These initiatives will include, but are not limited to:

- expanding our customer base
- enhancing our relationships with current customers
- marketing new and existing products/services
- building Agri Trails presence in our communities
- finding connections to enhance our pool of potential employees

Essential Duties and Responsibilities

- Creates and edits all written communication intended for ATC customers, including website, social media content, emails, etc.
- Coordinates and oversees the ATC website. This includes ensuring updates are happening timely and assessing the effectiveness of the tool for stake holders.
- Develops social media strategies and maintains all web content/messaging across all platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn) that enhance and engage targeted audiences.
- Updates and maintains all customer databases and marketing lists.
- Partners with key owners/managers on strategies to improve engagement with customer base through technology, product development and marketing campaigns.
- Tracks progress of initiatives and provides measurable feedback on success.
- Regularly brainstorms with team members to ensure marketing initiatives are current, targeted and producing results.
- Surveys customer base for feedback on growth strategies.
- Facilitates effective internal communication with peers, other department heads.
- Organizes and coordinates all print media.
- Assists with the organization, planning and execution of ATC events.
- Other duties as assigned.

Competencies:

- Knowledge of the Ag business
- Communication Proficiency
- Technology Proficiency
- Problem Solving / Analysis
- Detail Orientation
- Customer Service

Work Environment

The work environment described herein are representative of those an employee encounters while performing the essential functions of this job. For the most part the position is exposed to ambient room temperatures, lighting and traditional office equipment as found in a typical office environment. The performance of this position will include occasional exposure to dust, loud noise, extreme heat and cold, and agricultural chemicals which may require the use of personal protective equipment. The position is also exposed to moving machinery and other powered equipment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk, hear, stand, walk and sit. The employee must be able to work extended hours when required by the job. The employee must occasionally lift and/or move objects weighing up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Position Type / Expected Hours of Work

This is a full-time position. Days and standard work hours are Monday through Friday, 8am – 5pm.

Travel

25% local travel expected

Required Education and Experience

- Bachelor’s degree in Ag Communications
- Demonstrable experience managing social media campaigns
- Website design and maintenance
- Experience and understanding of Agriculture business
- Strong understanding of the IT hardware/software required for role

**comparable combination of education/experience will be considered.*

Language Skills

Strong communication skills. Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or government regulations. Ability to write reports, business correspondence and procedural documents. Ability to effectively present information and respond to questions from groups of employees, clients, customers and the general public.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving multiple inputs.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____