



Digital Marketing Specialist

JOB SUMMARY

The Digital Marketing Specialist will be responsible for performing digital marketing strategies and campaigns that increase lead generation and enhance brand awareness for AgAmerica nationally. Additionally, this person will be responsible for all content marketing initiatives to drive traffic, engagement, and leads that deliver sales and customer retention, as well as recognize and celebrate the farmer. Moreover, they will be managing the blog, SEO strategies, social media, email marketing, and marketing automation, as well as conduct ongoing measurement and optimization of digital marketing strategies to drive consumer demand and sales. They must be a highly-motivated, deadline-oriented problem solver that is comfortable in a fast-paced, collaborative environment. This position will report to the Marketing Director.

JOB DETAILS

Start Date: 2/4/2019

Position Type: Full-time, exempt

Compensation: Salary based on experience, competitive benefits package, and quarterly bonus structure

Additional Requirements: Nation-wide overnight travel approximately 5 days per year

JOB RESPONSIBILITIES

STRATEGY

- Accountable for all content marketing initiatives to drive traffic, engagement, and leads, that deliver sales and customer retention
- Collaborate across functions and silos to deliver an effective content marketing strategy and editorial plan to meet marketing plan goals and business objectives
- Plan and manage highly effective multi-touch, demand generation campaigns that support AgAmerica's pipeline goals
- Partner with internal marketing team and external resources in execution of demand generation campaigns
- Assist in development and evaluate usage of sales enablement tools for lead follow up
- Manage e-mail marketing programs and distribution lists, including growing our internal database list
- Report on effectiveness of campaigns and suggested tactics, using analytics to optimize performance
- Digital channel management of content hubs and all supporting communication channels including email/newsletter distribution
- Manage of all creative and vendor resources including designers, writers, and other agency personnel whom are involved with content
- Environmental scanning of content including competitors, agriculture/news publications, content marketing trends, SEO best practices for use in content development
- Prepare marketing campaign reports by collecting, analyzing, and summarizing data using Salesforce and marketing automation
- Measure and optimize content and its performance to drive consumer demand and sales

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Updated: 1/4/2019

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EOE

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AGAMERICA LENDING

REQUIRED QUALIFICATIONS

- Bachelor's Degree in Marketing or related discipline required
- 2+ years of digital marketing / marketing campaign management experience
- Excellent writing skills
- Editorial mindset that seeks to understand how audiences consume and engage content
- Project management and vendor management skills to enhance workflow efficiency
- Detail-oriented and highly organized individual with the ability to multi-task
- Hands-on experience with Salesforce, Pardot (or other Marketing Automation tool), WordPress, Google Analytics, and SEO
- Proficient with MS Word, Excel, and PowerPoint

CORE COMPETENCIES

- Comfortable in a high-growth, fast-paced environment
- Effective communication across departments
- Strong interpersonal and communication skills, highly-motivated and proactive
- Ability to demonstrate good attitude, energy, and effort
- Commitment to data-driven program evaluation

AGAMERICA MISSION

- To know the farmer.
- To counsel the farmer.
- To provide a financial structure that allows the farmer to thrive in good times and to sleep well during tough times.
- To celebrate the critical role of the farmer in America, and to champion all that the American farmer represents in a changing world.

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