

## Digital Marketing Coordinator

### JOB SUMMARY

The Digital Marketing Coordinator will be responsible for driving digital strategies and data analytics to enhance AgAmerica's national brand awareness and lead generation initiatives. The ideal candidate is expected to have a comprehensive understanding of SEO, SEM, affiliate and influencer marketing, social media, and marketing automation. Additional responsibilities include ongoing measurement of digital KPIs by working across departments to improve consumer demand and sales. To be considered for this role, you must be a self-starting, deadline-oriented, and a solutions-driven thinker that is comfortable in a fast-paced, collaborative environment. This position will report to the Senior Marketing Manager.

### JOB DETAILS

Start Date: 12/6/21

Position Type: Full-Time, Exempt

Compensation: Negotiable pay rate based on experience, benefits package, and bonus opportunity

### JOB RESPONSIBILITIES

- Measure the performance of AgAmerica's digital campaigns and industry benchmarks.
- Leverage performance data to provide insight on optimization opportunities to improve competitive standing for forecasted trends.
- Assist Senior Marketing Manager with the intake of various internal marketing requests.
- Maintain digital channels via media management platforms such as Sprout Social, Facebook Ads Manager, LinkedIn Campaign Manager, and more.
- Perform regular environmental scanning of competitor materials and assist in the development of AgAmerica's quarterly campaign planning and editorial plan.
- Prepare marketing campaign reports by collecting, analyzing, and summarizing data from existing databases and data analytic tools including Salesforce, Pardot, Hotjar, Google Analytics, etc.
- Plan and help manage highly effective multi-touch, demand generation campaigns that support AgAmerica's pipeline goals.
- Maintain e-mail marketing campaigns and distribution lists with a strong focus on driving growth in subscriptions and engagement.
- Assist in development and evaluate usage of sales enablement tools for lead nurturing.
- Collaborate with internal stakeholders to identify and define new enhancements that lead to a stronger digital presence and improved UX.

### REQUIRED QUALIFICATIONS

- Bachelor's Degree in Marketing or related discipline required
- 2+ years of digital marketing or marketing campaign management experience



- Proficient in social platforms (Facebook, Instagram, LinkedIn, YouTube, My Google Business, Yelp)
- 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, Hotjar, Bing Webmaster and Clarity, and Sprout Social (or other social media management platform)
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Experience or knowledge of agile and scrum methodologies is preferred

#### **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.