



**Job Title:** Marketing Manager

**Reports to:** Directly to CEO and Indirectly to Agronomy Senior Marketing Manager

**Base Pay Range:** Commensurate with Experience

**Required Education and Experience:** Bachelor's Degree in Marketing, Communications or Related Field; Minimum two plus years related experience

**Job Requirements:**

- Possess a self-motivating personality as well as team building skills
- Demonstrates ability to lead and develop staff members
- Demonstrates ability to interact effectively with management, the Board of Directors, and customers
- Excellent organizational skills

**Essential Functions:**

1. Follow all established personnel and safety policies and procedures
2. Oversight of company marketing including: marketing contracts, website, social media networks, print, radio, and promotional marketing.
3. Develop social media procedures and conduct audits of company social media.
4. Assist in planning annual meeting and other customer meetings
5. Maintains industry knowledge by attending educational workshops or classes; reviewing related publications; establishing networks.
6. Engaged in local communities and develop relations with community leaders.
7. Plan, coordinate, and execute promotional campaigns including analysis and communication of effectiveness
8. Develop a calendar of marketing events to be carried out for the company's fiscal year
9. Responsible for the company's outward message and overall brand management
10. Work with all business units to develop marketing budget and local marketing tactics specific to their products and geographical area

**Work Environment:** This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. 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 or hear.

**Travel:** Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

**Other Duties:** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time.

*Effingham Equity shall not be liable for, shall not pay, and expressly rejects and disclaims any and all responsibility or liability for any commission, expense, fee or cost claimed or charged by any recruitment or employment agency, firm, or company in connection with the employment of any candidate selected by Effingham Equity for the position described above unless a written contract is executed by Effingham Equity and such employment agency, firm or company before Effingham Equity makes an offer of employment to such candidate.*