

Agri Trails Coop

Job Description

Job Title: Ag Technology and Marketing Coordinator
Department: Agronomy
FLSA Status: Exempt
Reports To: Agronomy Manager with a dotted line to the General Manager
Date: October 21, 2020

Summary The Ag Technology and Marketing Coordinator will plan and execute all marketing and technology initiatives for Agri Trails. This position coordinates daily marketing activities and assists all Department / Location Managers in implementing marketing and technology directives for their department / location. This position is responsible for ensuring and maintaining high levels of customer engagement and satisfaction.

Essential Duties and Responsibilities

- Creates and edits all written communication intended for ATC customers, including website, social media content, emails, etc.
- Frequently updates content and keeps all areas of the ATC website current.
- Develops social media strategies and maintains all web content/messaging across all platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn).
- Updates all customer databases and marketing lists.
- Partners with key owners/managers on technology strategies to improve engagement with customer base through technology, product development and marketing campaigns.
- Works with digital technology to assist with implementation of digital Ag technology platform, i.e. ATLAS.
- Tracks projects and provides regular updates to senior management.
- Prepares relevant reporting on campaigns and initiatives, and presents information to management team.
- Provides crop insights to farmers through the ATC network in order to help them improve their knowledge and crop yields.
- Prepares routine and requested reports from analytics.
- Creates and disseminates multimedia content in order to enhance online presence and ATC brand identity.
- Brainstorms with team members to develop new ideas for content and engagement in order to build a stronger following on social media.
- Surveys customer base for feedback on growth strategies.
- Plans, executes and measures strategies, experiments and conversion tests.
- Facilitates effective internal communication with peers, other department heads.

Competencies:

- System Knowledge
- Communication Proficiency
- Technology Proficiency

- Problem Solving / Analysis
- Detail Orientation
- Customer Service

Supervisory Responsibilities

This position does not have any direct supervisory responsibilities.

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 seasonal nature of this job. The employee must regularly lift and/or move objects weighing up to 50 pounds and occasionally lift and/or move objects weighing up to 100 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

Daily local travel is expected with this position.

Required Education and Experience

Bachelor's degree (B.A.) in Ag Marketing, Ag Systems Technology, Ag Business, or other ag-related fields of study. Candidates with an Associates' degree and 2 or more years of related industry experience will be considered. 2+ years of experience with Agronomy Sales or Ag Technology, or a minimum of 3-5 years related experience and/or training, or equivalent combination of education and experience.

Preferred Education and Experience

Previous experience in Marketing and/or Communications.

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.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, crop nutrient analysis, percentages, area, circumference and volume. Ability to apply concepts of basic mathematics.

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 several concrete variables in standardized situations.

Other Duties

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of an employee for this position. Duties, responsibilities and activities may change at any time with or without notice.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____