

AgChoice Farm Credit

<https://www.agchoice.com/about/careers>

We are currently recruiting for a Digital Marketing Specialist. This position will contribute to the overall goals of the marketing department through the application of digital campaigns, website management and targeted promotional initiatives to drive business growth. This candidate will source viable leads for sales staff and help build a strong, positive identity for AgChoice within the marketplace.

RESPONSIBILITIES INCLUDE:

- Leads the interface of digital technology with marketing and member education programs
- Utilizes CRM and marketing automation to find new efficiencies for the Association
- Manages and implements campaigns to nurture digital leads through the sales process
- Manages all member and employee email marketing
- Manages the Association website, including content updates, landing pages and SEO
- Monitors, researches, tracks and reports results of all marketing campaigns
- Helps develop content and visual assets for the Association website, digital campaigns, publications and social media channels
- Supports overall marketing team responsibilities

REQUIREMENTS:

- Education and/or experience equivalent to a Bachelor's degree in Business, Marketing, Communications or related field
- Ability to work independently under general supervision
- Knowledge of computer software applications and hardware including Microsoft Dynamics CRM, Drupal, HubSpot and InDesign, PhotoShop and Illustrator design software
- Strong oral and written communication skills
- Ability to organize and prioritize work efficiently and to effectively handle projects and activities
- Ability to travel
- Agricultural background a plus