

PETERSON FARMS SEED

JOB TITLE Marketing Lead
REPORTS TO TBD

PURPOSE/SCOPE Develop, manage and implement marketing programs that connect with our farmer customers and dealers to enhance the Peterson brand experience. Responsible for meeting deadlines and budgets.

RESPONSIBILITIES

1. Develop annual marketing plans in support of company strategy.
2. Work collaboratively to create and implement marketing initiatives and tactics. Actively participate and be responsible for execution of some of the areas listed below:
 - **Online presence** including website, blog and social content.
 - **Advertising** mix including print, radio, TV, digital.
 - **Sales collateral** including Product Guide, Powerpoint decks, Dealer training materials, promotional collateral, dealer collateral.
 - **Communications** including customer and dealer newsletters, email campaigns, video and photography.
 - **Public Relations and Sponsorships** including managing relationships with industry partners and tradeshow groups.
 - **Event Planning** including annual Dealer Kickoff and Field Day.
 - **Dealer Resources** including how to best act as a resource for Premier Partners.
3. Maintain responsibility for marketing project management.
4. Utilize existing measurement tools (for example Google Analytics) or develop new measurement tools to determine the success of marketing initiatives.
5. Manage and develop the marketing team, including people, time and budget.
6. Maintain editorial control on all company marketing and public relations collateral.
7. Assist with other duties as required.

EDUCATION/TRAINING REQUIRED

- Degree in Communications; Journalism; Marketing; or Agronomy
- Microsoft Office; InDesign. Basic video editing. WordPress.

EXPERIENCE REQUIRED

- Proven track record in development of marketing strategy
- Two years+ managing a marketing team
- Two years+ budget experience
- Demonstrated experience in creating marketing / PR collateral
- Ag background/familiarity a strong plus

SUCCESSFUL CANDIDATES WILL POSSESS:

- Exceptional communication skills
- The ability to manage multiple projects
- The ability to demonstrate through action the company's Core Tenets:
 - Integrity
 - Team Contribution
 - Excellence
 - Positive Attitude