



**JOB TITLE** Communications and Content Specialist  
**REPORTS TO** Marketing Lead

**PURPOSE/SCOPE** Create communications materials that connect with our farmer customers and with dealers in a way that enhances the Peterson brand experience.

#### **RESPONSIBILITIES**

1. Responsible for social media graphics development, planning, execution and monitoring, ensuring timely and engaging content, driving customer interaction. This includes the Peterson Blog, Facebook and Twitter accounts, and consideration of others as opportunities are recognized.
2. Utilize existing measurement tools (for example Google Analytics) or develop new measurement tools to determine the success of marketing initiatives.
3. Responsible for writing, editing, and building content for various marketing communications including:
  - Grower: blog, newsletter, agronomic articles for industry publications.
  - Dealer: Dealer Scoop, promotions and programs, dealer manual, product profile books, Swenson Snapshot emails, and Field Insights publication
4. Assist with the planning and execution of both grower and dealer events: Dealer Kickoff, Field Day, etc.
5. Manage all public relations and sponsorships including managing relationships with industry partners and tradeshow groups.
6. Manage all promo requests and inventory ordering.
  - Select caps for each year.
  - Manage flag, field sign and decal inventory.
  - Work with all promo vendors for requested goods for both dealers and internal use.
7. Perform other duties as assigned.

#### **EDUCATION/TRAINING REQUIRED**

- Communications / Marketing / Equivalent degree
- Social media training / Google suite

#### **EXPERIENCE REQUIRED**

- 2+ years experience in the marketing sphere

#### **SUCCESSFUL CANDIDATE WILL POSSESS:**

- Strong written, oral and presentation skills
- Independent work style with ability to think outside the box on promoting Peterson Farms Seed

- Agriculture background a plus
- The ability to demonstrate through action, Peterson Farms Seed's Core Tenets:
  - Integrity
  - Team Contribution
  - Excellence
  - Positive Attitude