

**Title : Marketing Manager**

**Reports To:** Vice President of Branded Sales and Marketing

**FLSA Status**: Exempt

**Prepared By**: Director of Human Resources

**Approved By**:

**Approved Date:**

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**Position Summary:**

The Marketing Coordinator will be responsible for communicating the DemKota brand and maintaining the DemKota brand standards both internally and externally. This position will be responsible for Marketing external marketing efforts such as but not limited to print materials and sales kits, website and social media content management and anywhere the DemKota Brand is presented and support for the sales team in this manner. This position is also responsible for the customer link with communicating the brand and associated materials with the customers. The customer experience when visiting DemKota is also an important way to represent our brand, and this position will be responsible for coordinating a world-class experience for customer visits.

**Responsibilities:**

* Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating event calendars.
* Tracks returns on marketing investments by analyzing and entering sales, expense, and new business data to determine if event provided tangible results.
* Prepares marketing reports by collecting, analyzing, and summarizing sales data.
* Help design, proof and coordinate printing and distribution of POS materials, Sales Kits and other printed materials. Keeps promotional materials ready by coordinating requirements with purchasing and verifying receipt. Keeps log of distribution of marketing materials.
* Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
* Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
* Monitors budgets by comparing and analyzing actual results with plans and forecasts.
* Updates job knowledge by participating in educational opportunities; reading trade publications.
* Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
* Know the DemKota story from beginning to end and help communicate that internally and externally
* Content management for Website and Social Media
* Take photos and maintain photo library
* Design customized deliverables as necessary: Brochures, PowerPoints for sales team or customers.
* Our most valuable marketing is the captive audience, once we have the customer to the plant for a visit, we give them a first-class experience and follow up with their needs, especially on the branded side.
* Coordinate customer visits, communicated customer visits internally, coordinate hospitality, ensure everything is available for tours, etc.
* Maintain Visitor PPE & equipment inventory and set-up and clean up after events
* Know the system: work with operations if there is anything specific needed to start a new program.
* Help communicate new products and packaging specs
* Other duties as assigned

**Knowledge, Skills & Abilities:**

* Strong listening, presentation and business networking skills.
* Attention to detail.
* Outstanding written and oral communication skills.
* 3-5 year marketing experience (beef preferred) and B.S. Degree in the ag marketing, marketing or communication.
* Excellent problem solving, interpersonal communication and project management skills a must.
* Strong leadership skills that inspire team confidence and respect while motivating team members in a creative and effective manner.
* Must have a desire for achieving excellence in customer satisfaction, process and product quality and reliability.
* Must be extremely detail-oriented with respect to documentation and communication.
* Must have the ability to read, write and understand English. Spanish Language skills a plus
* Computer skills Microsoft Word, Excel, PowerPoint and internet
* Must pass pre-employment and random drug tests to be eligible for employment.
* Must have experience in Direct Marketing, Market Segmentation, Marketing Research, Coordination, Understanding the Customer, Process Improvement, Initiative, Planning,

**Qualification:**

* 3-5 year marketing experience (beef preferred)

**Education:**

* B.S. Degree in the ag marketing, marketing or communication

**Physical Demands:**

* Lift 50 lbs. occasionally

**Work Environment:**

* Office
* Ability to work in hot or cold work environment and must obey safety rules & exercise caution in all work activities.

**Other**:

Except for qualification established by law, additional related experience and formal education in which one has gained the knowledge, skills and abilities required for full performance of the job.

**Conditions of Employment:**

Candidates selected for employment may be subject to medical examinations to determine ability to perform the job. Candidates are subject to pre-employment and random drug testing.

This job description is not intended to be all-inclusive.  Employee may perform other related duties as needed to meet the ongoing needs of the organization.