

**POSITION/JOB TITLE:** Marketing Manager  
**DEPARTMENT:** Marketing  
**LOCATION:** Lenox, IA  
**REPORTS TO:** President  
**DIRECT REPORTS:** 0  
**APPROVED/REV DATE:** December 31, 2016

**JOB SUMMARY:**

This is a generalist marketing role, responsible for the planning and execution of all marketing elements, including product, place, price and promotion.

**RESPONSIBILITIES/DUTIES:**

- Develop and manage marketing budget, approve invoicing and track expenses;
- Create advertising campaigns for print, radio and digital spaces;
- Act as company spokesman, and distribute periodic press releases and feature articles;
- Assist Sales Department with dealer training and farm/trade shows as required;
- Ensure timely design, production and fulfillment of literature, price books, marketing collateral and apparel/merchandise;
- Assist with new product development and field testing as needed;
- Manage marketing vendor relationships;
- Develop and maintain competitive feature/specification comparisons and price positioning for new and existing products;
- Collect, organize and analyze general market and industry intelligence;
- Represent the Company at external meetings as required.

**SPECIFIC KNOWLEDGE, SKILLS, LICENSES, CERTIFICATIONS, ETC:**

- Marketing fundamentals related to the Four P's of Marketing;
- Mechanical principles and equipment operation;
- Specific knowledge of digital marketing, website content management and social media;
- Knowledge of Microsoft Office Suite including Excel, Word, PowerPoint and Photoshop;
- Excellent written and verbal communication skills;
- Ability to effectively present information one-on-one and to internal and external groups;
- Valid driver's license issued by state of residence.

**EDUCATION/EXPERIENCE:**

- BA/BS in business administration, marketing, agribusiness, agricultural engineering, or related field;
- 3-5 years related experience in a similar role in the agricultural equipment sector or closely related sector;
- Specific knowledge and or experience in the fertilizer application industry preferred but not necessary;
- Must have experience with Facebook, Twitter, Linked-In, YouTube, SEO and website content management.

**TRAINING REQUIREMENTS (depending on level of experience):**

- Company policies and administrative procedures;
- Product specifications, features, benefits, competitive advantages;
- Market information and competitive intelligence;
- Product operation.

**PHYSICAL REQUIREMENTS:**

- The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job;
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions;
- While performing the duties of this job, the employee is regularly required to stand, walk, and use hands to finger, handle or feel objects, tools, or controls;
- The employee frequently is required to talk and hear. The employee is occasionally required to reach with hands and arms and stoop, kneel, crouch, or crawl;
- The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 75 pounds;
- Specific vision abilities required include close vision, peripheral vision, depth perception and ability to adjust focus;
- Must be able to operate a motor vehicle, trailer and various types of farm equipment.

**PERSONAL PROTECTIVE EQUIPMENT:**

- The use of safety glasses, steel toed boots, gloves and face shields when required by safety policies;
- Hearing protection as dictated by current task and environment;
- Other PPE as required.

**WORK ENVIRONMENT:**

- Work is performed in an office and manufacturing environment, or in the field at remote locations such as dealer facilities, exposition centers, fairgrounds, farms and fertilizer supply locations. 5-10% domestic travel with a few overnight stays;
- May require occasional outdoor work, and incumbent may be exposed to any number of elements;
- May on occasion require working odd hours and weekends to accommodate customer needs and to facilitate special events such as farm shows and field training sessions.

**ACCOUNTABILITIES:**

- Performance of the duties and responsibilities as detailed above;
- Active participation on New Product Development (NPD) Committee;
- Develop and recommend annual marketing plan and budget;
- Monthly performance to marketing plan and budget;
- Attendance at various internal and external meetings including weekly update with president;
- Advertising campaign management;
- Accuracy of all print and digital marketing collateral including website content management and social media;
- Expense reports submitted complete and on time.

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