

# FARM JOURNAL

## Customer Success Coordinator

Department: Produce Market Guide

Location: Lenexa, KS

Reports to: PMG Sales and Operations Manager

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### Who we are:

We are Farm Journal, and our company is *the* recognized leader in the B2B agriculture media and business information space. We have a broad portfolio of top brands and media channels, including magazines, TV & radio, online, mobile, newsletters and events. Underpinning it all is a robust database of geo/demo data, government-data, product directories and behavioral data driving our business forward.

The Company has a passion for the audiences and markets we serve, including farmers, ranchers and agribusinesses across the spectrum of crops, livestock, produce, finance and distribution.

Many of our brands, including our flagship *Farm Journal*, are industry icons. A recent acquisition added the #1 media brand in Produce - [The Packer](#). We've since leveraged this brand to launch a new international event called the [Global Organic Produce Expo](#), plus a bold new digital platform, [Produce Market Guide](#). Our Produce brands connect produce growers to grocery stores and consumers.

We believe in intense service to our markets by providing unparalleled industry leadership. And we give back – via our non-profit, [The Farm Journal Foundation](#), leading the way in food-security education.

### Who we're looking for:

We are in search of a **Customer Success Coordinator** to work daily with our paid customers and prospects in our exploding digital produce platform (Produce Market Guide) to update data listings. The team is vital in our new customer on-boarding process and works to establish qualified leads for the sales team via inbound and outbound calls.

The digital platform is positioned as the “Ultimate Produce Resource” – which means it takes the companies and commodities in the Produce world and mashes them together to deliver value and utility to virtually anyone who has anything to do with Produce. In the future, this platform will evolve to serve growers, importers, grocery stores, schools, food-processors, terminals, government, farmers' markets, small-plot farmers, farm-to-table restaurants, and even consumers ... here in the U.S. and throughout the world.

### Essential Duties and Responsibilities

- These duties include, but are not limited to, the following: (Other duties may be assigned.)
- Meet and exceed daily goals
- Provide prompt phone and email follow up to clients and staff
- Maintain average of 60-80 calls daily
- Mine company database to maintain accuracy as well as scrub leads to pass off to sales
- Maintain relationship with our paid customers
- Report daily activity to Customer Success Lead

# FARM JOURNAL

- Work with team to provide information on daily activity for daily Newsflash
- When necessary support marketing efforts such as trade shows, exhibits and other events
- Maintain and utilize company CRM daily, for all general activities including but not limited to, listing and ratings changes as well as sales-handoff opportunities

## **Skills/Professional Experience**

These qualifications include, but are not limited to, the following:

- Professional maturity, integrity and discipline and a positive attitude.
- Strong phone skills, inbound and outbound
- Solid written and verbal communication skills
- Strong teamwork ability

For more [information](#) or questions on any Farm Journal job postings, please contact:

### **Krystal Rummans, HR Generalist**

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