

Position: Marketing Manager
Department: Content Services
Reports to: Content Services Vice President

Summary

The Marketing Manager will design and implement FJM's corporate and event marketing including a broad range of marketing, promotion, communication and event initiatives across all of Farm Journal Media. Responsibilities include creating promotional materials in a variety of mediums as well as managing a staff of two coordinators.

Essential Duties and Responsibilities

These duties include, but are not limited to, the following (other duties may be assigned):

- Manage corporate marketing duties across the company including corporate marketing communication plan development and implementation.
- Plan, coordinate and manage the design of marketing promotions for Farm Journal Media properties including, but not limited to email/eblasts, print ads, direct mail, internet ads and television and radio scripts.
- Develop materials for sales staff's selling efforts on various company products and divisions.
- Work with various vendors to order promotional items and printed products for all areas of the company and events.
- Develop and manage the corporate marketing department budget.
- Expand and develop marketing platforms.
- Monitor, review and report on all marketing activity and results.
- Report on return on investment and key performance metrics.
- Create marketing presentations.
- Develop value propositions and proof points
- Monitor industry best practices.
- Proficiency with Excel, PowerPoint, Word, website CMS platforms, social media marketing - Adobe graphic design program experience a plus (ability to learn these programs is required).
- Ability to prioritize workload, work independently and complete tasks under time pressure.

Education/Skills/Professional Experience

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

- Bachelor's Degree – in agronomy, animal science, ag journalism, marketing, communications, advertising, public relations, etc.
- 7-10 years' experience in a marketing position especially with integrated marketing,
- Agriculture background or experience required
- Ability to multiple projects and tasks on a regular basis
- Excellent written and verbal communication skills
- Formal presentation skills
- Must be able to work within a team and excel in a fast-paced environment
- Ability to work well with staff across the company, outside vendors and most importantly, with farmers and ranchers
- Mastery in Microsoft Office Suite (Word, Excel, PowerPoint) and knowledge of InDesign, PhotoShop and the rest of the Adobe Creative Suite

Essential Job Functions

- 10% Analytics: Produce reports, set goals and develop metrics to measure success as adjust as needed on a regular basis.
- 35% Implementation: Develop and execute marketing tactics per approved plans.
- 30% Collaboration: Work closely cross functionally to develop effective digital campaigns including optimizing landing pages, emails and social media
- 20% Maintenance: Maintain day-to-day reporting and adjusting of marketing campaign channels.
- 5% Product Development: Develop marketing plans for performance marketing opportunities.

Farm Journal offers a full suite of employee health and welfare benefits, including medical, dental, vision, life insurance, short and long-term disability and 401k, as well as transit and parking benefits allowing employees to purchase their transit and parking on a pre-tax basis.

Qualified candidates may apply by sending resume to:

E-mail: hr@farmjournal.com

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

Human Resources

Farm Journal Media

8725 Rosehill Rd, Ste 200

Lenexa, KS 66215

E-mail: hr@farmjournal.com

About Farm Journal:

Farm Journal Media is the recognized leader in the B2B agriculture media market. The Company has a broad portfolio of top brands and media channels including magazines, broadcast, online/digital, mobile, newsletters and events – plus a robust demographic and behavioral database. The Company serves many of the key sectors in agriculture including traditional row-crop (corn, soybeans, whet & cotton), livestock (beef, dairy & pork), produce (growers, shippers, wholesalers brokers, etc.) and ag-retail (co-ops, machinery dealers, etc.).