

MARKETING MANAGER

Nature of the position: Full-time/Exempt

Reports to: General Manager

Summary:

This position will collaborate with each business entity manager to *successfully promote all business segments*: Beef, Events, The Market, The Well Truck, Mini Animals and The Farm. *Increasing sales of the ecommerce store*, using proven digital marketing strategies, is a key focus area for this role.

ESSENTIAL DUTIES:

- Overview
 - Develop a global farm marketing plan and calendar detailing the execution of initiatives for the farm at large as well as for each of the underlying enterprises including sales and promotions
 - Oversee the creation of marketing creative and promotional materials that further a consistent marketing strategy for all farm enterprises
 - Participate in the planning and execution of campaigns to grow enterprise revenues
 - Cultivate and execute ideas for unique marketing outlets
 - Marketing success will be judged primarily on the relative increase in revenues for each enterprise; surveys and social media analytics are another indicator of marketing success
 - Oversee Marketing Coordinator
- Ecommerce
 - Management of Ecommerce store including but not limited to:
 - Product setup and organization
 - Store design
 - Ecommerce apps
 - Marketing automations
- Email Marketing
 - Facilitate strategic plan behind eblasts to enhance all business entities using segmentation
 - Execute email marketing strategy
 - Maintain and update automations including Welcome Series and Retargeting Series
 - Maintain signups forms and create landing pages when needed
- Digital Marketing
 - Create online campaigns to grow ecommerce store sales using proven digital marketing strategies
- Advertising
 - Execute advertising strategies for all entities in the following categories, including but not limited to:
 - Print Advertising, Social Media Advertising, Event Membership Advertising
- Social Media
 - Manage Social Media marketing campaigns and day-to-day activities including:
 - Collaborate with enterprise leaders to curate relevant content and call-to-action messaging to reach the farm's target markets
 - Monitor, listen and respond to users in a "social" way while cultivating leads and sales.
 - Develop and expand social media community affiliated with Summerfield Farms.
 - Oversee design (ie: Facebook Timeline cover, profile pic, ads, Instagram, etc.).



- Design, create and manage promotions and Facebook ad campaigns.
 - Compile report for management showing results (ROI) in a timely matter.
 - Analyze campaigns, monitor benchmarks and trends in social media tools, and translate data into recommendations and plans for revising the social media campaigns.
- Website
 - Maintain website platform
 - Regularly update content
 - Add new content
 - Create weekly blog content
- Other
 - Manage professional association memberships
 - Manage trademarks
 - Manage sponsorships, donations, and partnerships
 - Customer service via general inbox inquiries
 - Additional duties as assigned

REQUIREMENTS:

- Possesses knowledge and experience in the tenets of traditional and social media marketing.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why ideas are analytically sound.
- Displays ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales relationships, online and off.
- Is a team player with the confidence to take the lead and guide other employees when necessary.
- Demonstrates exemplary customer service techniques.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Attention to detail, understanding of customer engagement, and understanding of customer experience are critical to success.

Required Hard Skills:

- Copywriting
- Digital Marketing
- Social Media
- Email Marketing
- Visual Marketing
- Website Management
- Data Analysis
- Project Management
- SEO

Required Experience with the following platforms:

- MailChimp
- WordPress
- Google Analytics
- Facebook
- Instagram
- LinkedIn
- Twitter
- TikTok
- YouTube
- Pinterest
- Hootsuite
- Shopify
- Microsoft Suite