

Member Services/Communication Manager

Job Brief

As Member Services/Communication Manager, you will be tasked with analyzing trends within the commercial grain/ag. retail industry and tailoring our communications package to meet member needs. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Duties include producing and publishing content, writing, editing and proofreading. Website maintenance and formulating content strategies, among other tasks.

Responsibilities:

- Design, build and maintain our social media presence across all digital channels
- Oversee delivery of member services, i.e. e-newsletters, print publications
- Media relations and information requests
- Some meeting planning for Association meetings and events
- Collaborate with agencies and other vendor partners
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Identify trends and insights, and optimize spend and performance based on the insights and analytics
- Maintain/update member databases and media lists
- Brainstorm new and creative growth strategies
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Requirements:

- BS/MS degree in marketing, agriculture or a related field
- Experience in digital marketing
- Experience in SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Proficient in MS Office; familiarity with design software (e.g. Photoshop, InDesign) and content management systems is a plus