

The Marketing Brand Manager should have a passion for listening to customers and followers and creating content and deliverables to drive engagement. Through strategic content creation, the Marketing Brand Manager will engage brand followers in-person at events, through strategic relationships/advertising partnerships and across social media and digital channels so as to increase brand awareness and ultimately sales. The Marketing Brand Manager will know how to implement strategies (both paid and organic) for events, key relationships and on the appropriate social platforms, and gather and assess analytics to utilize in understanding performance to optimize and adjust moving forward.

### ACCOUNTABILITIES

#### Content Creation

- Responsible for contributing greatly to the development and delivery of quality content across all brands' social channels to drive traffic, engagement and leads, that deliver sales in line with company revenue goals
- Work closely with the direct reports to produce, create, and edit innovative content in support of business and marketing strategies across all 8 brands
- Be present on assigned monthly marketing calls and organize marketing report to produce actionable items based on needs of the team
- Generate data-driven decisions to move the team and our content forward to meet and/or exceed company goals
- Capture consumer and sales network insights to develop targeted content that speaks directly to their mindset and positions our products in fresh and compelling ways
- Execute periodic competitive reviews; Stay current on industry trends and exceptional content marketing methods
- Development of outreach programs that include guest-blogging, ghost writers, social influencers, user-generated content, publishing partners, etc.
- Utilize a production calendar to ensure content aligns with sales focus
- Complete quarterly proposals that map out content direction and strategy three months prior to execution

#### Events

- Develop an annual plan of proposed national events for consideration. Work to ensure that all event themes, activities, contests, etc. are aligned with brand objectives, goals and message
- Work on a collaborative basis with the marketing team to ensure all efforts are aligned with brand goals and message(s)
- Make engagement and lead generation top priority for all events through new, creative ideas and execution.
- Maximize efficiencies by ensuring as many goals are being achieved as possible through event marketing. (i.e., product awareness and education, dealer involvement, dealer recruiting, and key branding)
- Planning, coordinating, and executing the logistics for events and performing post-event wrap up. Specific tasks include, but are not limited to, event production timeline creation, venue selection, identifying audio/visual needs, design/signage needs, contract negotiations, invitation creation, registration and invitation list management (pre and post event), ROI reporting, events statistics, and event debriefs.
- Be familiar with all products/services the company offers so you know how to answer or direct any question that comes your way.
- Take great pride in being the face and representative for the company and address every encounter with utmost courtesy and as if it's the most important conversation you can have.
- Maintain open ears and mind when engaging in conversations or activities and report back to the marketing team as they could lead to great opportunities and business growth.
- If necessary, assemble a team of interns or staff to help carry through execution of events. Organize their efforts to maximize talent and efficiencies.

- Work with ASM's to develop and carry through effective event plans for their areas so to maximize regional efforts.
- Coordinating the logistics for sending marketing items to conferences and business development trips.
- Ordering promotional/giveaway items and speaker gifts.
- Establishing and cultivating relationships with vendors and industry professionals to ensure the company receives the highest level of service.
- Updating and maintaining the company calendar and assisting with event- related correspondence
- Traveling when needed for on-site event execution or helping to coordinate those traveling to/from events.

### **Social Media**

- Work to create and implement social content that aligns with brand goals and objectives.
- Use field and social listening tools to assist in development of relevant content within area of focus that creates engagement for both internal and external audiences.
- Development and implement a crisis management and communication plan as it applies to social
- Oversee event and social media activity for beef, dairy, sheep/goat and show brands
- Implement strategies that drive brand awareness, customer engagement and drive traffic to the site and dealer stores
- Proactively identify social trending moments and platform behaviors that the brands can tap into and leverage in daily content creation/conversation
- Work with the Digital Marketing Manager to establish platform-specific social benchmarks, KPIs, creative best practices and rules of engagement.
- Create bi-weekly and monthly reports of social media performance to assess and make decisions.

### **Strategic Relationships**

- Recruit and connect with brand ambassadors within focus area to establish relevant and meaningful content within the ambassadors' social audiences and personal circles.
- Target other industry leaders and look for creative ways to establish relationships and agreements to mutually benefit and propel business forward.

### **POSITION QUALIFICATIONS**

- Preferred Skills
  - o Problem Solving, Strong Communication, Planning & Organizational
- Required Skills
  - o Exemplary attention to detail, leadership, organizational, multi- tasking, problem solving, interpersonal, communication and analytical skills
  - o Ability to effectively work as a part of a team and team building skills.
  - o Uncompromising integrity.
  - o Ability to respect and follow direction of superior.