



## Job Option 2: Global Marketing Communications Manager

The Global Marketing Communications Manager will be responsible for the generation of all marketing content that aligns with the marketing strategy approved by the senior leadership. This role will report to the Global Director of Marketing and will be responsible for managing global marketing communication plans and global marketing communication efforts. This candidate will work closely with internal stakeholders to define needs, create and manage all marketing and communication collateral, messaging and media plans as well as messaging and content for trade shows, conferences and other key events and meetings. This successful candidate will need to possess outstanding interpersonal and communication skills with experience in strategic thinking and effective planning. The candidate will need to be organized with the ability to multi-task, be self-motivated, energetic, and results oriented. The person in this role will be to be able to build and cultivate strong internal and external relationships.

### Duties & Responsibilities

- Oversee development, execution, analysis and optimization of marketing and communication plans
- Design, refine and write content needed for marketing and communication tactics
- Coordinate, communicate and lead agency and media partners
- Develop and optimize with insight all plans for social media, creative, strategy, media and PR
- Analyze and make recommendations for advertising and communication executions
- Manage global marketing communication budget
- Lead internal corporate communication and establish company brand

### Knowledge, Skills & Abilities

- Interact with customers and clients in a courteous and professional manner in person, by email, and telephone
- Above average computer skills; including Adobe Creative Suites and MS products (Excel, Office, Outlook, and Access)
- Creativity: Strong writing, visual intelligence and presentation skills
- Willingness to learn new computer applications
- Ability to understand technical information and technology
- Problem solving and critical thinking skills
- Strong attention to detail and organization skills
- Collaborative work-style in a fast-paced environment
- Production experience across print, broadcast and digital
- Strong organization and time management skills
- Well established office ethics and responsibilities
- Ability to organize, manage and execute marketing plans for tradeshow and conventions
- Willingness to perform additional functions and duties across the company as needed

### Assets

- Bachelor's degree from a four-year college is required
- Cattle or agricultural background and or experience is preferred
- Positive attitude and strong work ethic
- Social media management experience and familiarity with tools
- Graphic design experience is preferred
- Strong command of offline and digital media channels and strategies
- Technical and promotional writing skills
- Ability to possess a Passport with a wiliness to travel