

Position: Marketing Specialist
Classification: Full-time, Exempt
Starting Range: \$55,000 - \$60,000 annually

APPLY NOW

Summary

The Marketing Specialist is responsible for executing effective marketing initiatives for both Davis Companies: Davis Ag Equipment and Turfwerks.

Essential Functions

- Utilize SEO and analytics to grow sales through increased website visibility and clicks
- Create compelling and effective advertisements, brochures, promotional materials, direct mailings, catalogs, videos and digital content
- Maintain company websites
- Coordinate sales programs, contests and promotions to align with sales goals
- Analyze sales and product data to inform marketing strategies
- Target customers to retain business and utilize marketing campaigns to attract potential clients
- Support sales staff by providing product information, promotional materials and market trend data
- Promote new products to customers and staff digitally and in print
- Work cooperatively with company leaders to develop annual marketing plan
- Create marketing budget and control expenses accordingly

Other Responsibilities

- Order and maintain marketing materials and branded wearables inventory
- Represent company at trade shows, customer events and other business functions
- Attend meetings and trainings as required

Qualifications

- Excellent interpersonal skills and the ability to communicate with people at all levels
- Upbeat disposition, able to galvanize both customers and employees to action
- Highly adaptable; able to pivot quickly to respond to changes and evolving trends
- Balance multiple priorities and demands of both dealer divisions (Ag and Turf) simultaneously
- Able to create content with a high level of effectiveness and accuracy
- Proficient at using Microsoft Office programs and Adobe Creative Suite, specifically In Design; Constant Contact knowledge preferred
- Knowledge of video editing and production techniques
- Consistently meet required deadlines
- Three years' experience in a marketing role preferred

Special Considerations

- In general, work occurs during regular business hours, Monday - Friday; however work outside normal hours, including occasional evening or weekend hours may be required during peak seasons to meet deadlines
- Overnight travel may be required occasionally to attend company events and visit out-of-state Turfwerks locations
- The demand of this position often requires a light level of physical endurance. Work requires a minimum exertion of 25 lbs. of force occasionally and 10 - 15 lbs. of force frequently to lift and move objects.
- Noise level associated with this position is usually quiet
- While performing the requirements of this job, employee is required to sit for extended periods of time; walking, reaching, bending, stooping, kneeling, crouching are also frequently required



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Pay and Benefits

- Starting range \$55,000 - \$60,000 annually
- Bonus eligibility
- Medical, Dental, Vision, FSA, Life, Short-Term Disability, Accident, 401(k) with Employer Match, Paid Time Off