

2024 Professional Development Contest Job Description 2  
*Agricultural Facility Marketing/Communications Manager*

Job Description

Seeking an individual who is task-oriented and self-motivated. This individual would be responsible for all aspects of sales, marketing, and communications for all of the exposition complex facilities. Ideally this individual would work closely with event coordinators and all department managers. Along with this, this individual will provide support and data for sales & marketing plans to grow business for the exposition center.

Duties will include but are not limited to:

- Manage and create content for social media profiles (Facebook, Twitter, Instagram)
- Manage, create, and edit content for the expo website
- Manage and track website analytics
- Write, edit, and distribute press releases promoting agriculture events taking place at the facility
- Assist in publishing exposition publications
- Assist in research to help create and distribute quarterly marketing/sales reports.
- Must be willing to work various hours as needed - this includes but is not limited to some nights, weekends, holidays, etc.

Skills needed:

- Bachelor's degree in agricultural marketing, agricultural communications, agricultural business, or a closely related field.
- 1-3 years of experience in communications, marketing, or industry related event planning.
- Proficient in all Adobe licensed products
- Excellent business writing, editing, and proofing skills
- Ability to multitask and work in a fast paced environment.
- Experience working in a team setting