



POSITION DESCRIPTION

Marketing/Social Media Coordinator

BASIC FUNCTION

The Marketing/Social Media Coordinator is responsible for assisting and supporting the marketing team with a variety of marketing, computer graphics, and social media initiatives.

QUALIFICATIONS & REQUIREMENTS

Education:

Bachelor's Degree in business, advertising, or marketing required. Relevant experience and demonstrated accomplishments may be substituted.

Experience:

Minimum of two years experience in marketing or advertising required.

Licensing/Certification:

A valid Driver's License and driving record acceptable to the insurance company is required for driving on company business.

Skills/Knowledge:

The following list is representative of the skills and abilities required to successfully meet the requirements of the position:

- The Marketing/Social Media Coordinator must have excellent creative skills required for creating marketing and advertising programs that will increase sales at all locations of Lang Diesel, Inc.
- Integrity and ability to manage confidential matters pertaining to the company in a secure manner.
- The ability to manage and or perform a wide variety of tasks with the ability to prioritize effectively and meet deadlines.
- Ability to use a computerized advertising and marketing design software specifically Adobe InDesign.
- The ability to utilize computer-based productivity tools: Microsoft Office (Word, Excel, and PowerPoint) is required.
- The ability to perform all duties with very high levels of accuracy and provide various reports in a timely fashion.

Physical:

The Marketing/Social Media Coordinator will work primarily in a climate-controlled office in the company's facility. This person must have the ability to sit for prolonged periods in the office while working on a computer.

The Marketing/Social Media Coordinator must possess sufficient vision to be able to read documents and computer screens. Must have sufficient hearing to be able to communicate



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with vendors, employees, managers, and customers on the telephone and in person.

The position requires the ability to lift and handle up to 25 pounds as may be required when handling boxes of files.

The position will require some outside travel. The normal auto travel hazards will apply. Travel will be in all weather conditions.

Working hours will generally be during normal business hours, Monday thru Friday. The normal workday is 8 hours and the normal workweek is 40 hours. Some evening and weekend work will be required for marketing sales events.

Mental:

The Marketing/Social Media Coordinator must be able to speak and write English exceptionally well to communicate effectively both orally and in writing. Creative writing skills are required for presentations, written advertising copy and marketing documents. A good telephone manner is a requirement.

The Marketing/Social Media Coordinator must have sufficient knowledge of the terminology used in the agricultural equipment industry to inspire confidence in vendors, managers, employees and customers.

Must have the ability to use intermediate mathematical calculations (add, subtract, multiply, divide, percentage, fractions, decimals, etc.).

Must be capable of meeting company and system imposed time constraints.

REPORTING RELATIONSHIPS

The Marketing/Social Media Coordinator reports directly to the Marketing Manager.

AUTHORITY

The Marketing/Social Media Coordinator is delegated sufficient authority by the Marketing Manager to successfully accomplish the duties and responsibilities of the position.

ACCOUNTABILITY

The Marketing/Social Media Coordinator is accountable directly to the Marketing Manager for the accomplishment of all goals assigned and for the establishment of an organized marketing effort.

The Marketing/Social Media Coordinator is accountable for the timely completion of the company's advertising and marketing material, including ensuring the thoroughness, accuracy, and creativity.



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DUTIES & RESONSIBILITIES

Marketing and Advertising Execution

1. Responsible for all market research including the development of customer profiles, demographics, and development of prospect lists for marketing and sales.
2. Coordinate with Marketing Manager to execute all web, SEO/SEM, database marketing, email, social media and display advertising campaigns
3. Design, build and maintain LDI's social media presence
4. Collaborate with internal teams to create landing pages and optimize user experience
5. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
6. Work with a wide variety of marketing channels, such as print, email, website content and social media
7. Create visual elements such as illustrations, original images, and other designs to help deliver a message
8. Assist with developing and executing content strategy: written, graphic, motion, etc.
9. Assist with coordinating LDI events and farm shows

Co-op Marketing

10. Develop and execute an annual co-op marketing strategy based on available manufacturers' co-op funds and company budgets.
11. Plan and implement co-op advertising for placement in appropriate media.
12. Create and maintain an Excel spreadsheet detailing availability, use, and receipt of manufacturing co-op funds.
13. Create and maintain an Excel spreadsheet detailing results of co-op advertising to determine the response rate for each media and each insertion.

Other Administrative Duties

14. Performs administrative duties as requested.
15. Other duties or projects as assigned. The foregoing responsibilities are intended to define the overall scope the position but are not intended to be an exhaustive list of all possible tasks that may be required to fulfill the position's requirements.
