

Marketing Associate Job Description

Marketing Associate

Department: Sales & Marketing

Reports directly to: Marketing Director

Salary Range: DOE

Job Summary & Duties

The Marketing Associate is responsible for maintaining communications on a regular basis with the Hillco dealer network. Key responsibilities include assisting the Marketing Director and performing other functions associated with the marketing of all Hillco products.

Primary job duties include but are not limited to:

Marketing –

- **Marketing Plan**
 - Assist in development of annual Strategic Marketing Plan.
 - Assist in development of quarterly Tactical Marketing Plans.
 - Maintain Annual Marketing Calendar
- **Corporate Communications**
 - Assist in creating corporate written communications
 - Create and send dealership surveys, emails, and/or other correspondence as necessary.
- **Development, implementation and execution of all Marketing Programs**
 - Assist in development of all marketing programs from direct mailings to digital campaigns.
 - Assist in planning customer experience events (i.e. combine clinics / tradeshow customer harvest visits, etc.)
- **Advertising & Sponsorships**
 - Assist with evaluating publications and other advertising opportunities
 - Community sponsorship advertising
 - Identifying dealer co-op advertising opportunities
 - Related Hillco product advertising
- **Corporate Website**
 - Work directly with 3rd party entity to manage website and ensure all updates are made in a timely manner.
- **Company Store**
 - Work with vendor to provide quality Hillco branded apparel and premiums
 - Assist with selection of apparel and premiums to be offered
 - Provide oversight of orders to ensure timely delivery to our customers
 - Act as point of contact for dealers, customers and vendors
- **Customer Appreciation Program**
 - Sending out corporate thank you cards and gifts
 - Selection of premiums

- Manage Customer Survey & Gift programs
- **Prophet & Hubspot**
 - Update and maintain Hillco's CRM databases
 - Gather, interpret and present Hubspot Analytics as necessary.
- **Monthly Blogs**
 - Develop content for 2 blogs per month
 - Gather inter-department information to be included as needed
- **Tradeshows**
 - Develop Calendar of shows and locations
 - Handle all registration responsibilities (registration/cert. of insurance, etc.)
 - Order necessary equipment & services (electric/flooring/parking/furniture/AV)
 - Ensure tradeshow booths have up-to-date graphics and information
 - Ensure hotel reservations and other travel needs are confirmed
 - Determine staffing needs (clothing/# of personnel, etc.)
- **Assist with Planning Employee Activities**
 - Bi-Monthly Lunches
 - Annual End of Summer / Harvest Family Event
 - Annual Christmas Party
- **Other job duties as required or assigned**

Required Skills & Experience

- Good interpersonal skills with the ability to connect and develop solid working relationships across multiple departments within the organization.
- Strong communication and organizational skills and capability to multi-task and balance demanding workload.
- Excellent written and verbal skills.
- Detail oriented.
- Marketing education preferred. Prior work experience in a related field is acceptable.
- Manage multiple assignments and priorities while fulfilling all commitments. Accepts new responsibilities and adapts to changes in procedures.
- Supply customers with relevant information on products including technical specifications, pricing, delivery, etc.
- Basic understanding of agriculture and agriculture equipment is a plus but not required.
- Work requirement is full time, 40 hours per week.
- Valid Driver's License
- Limited Travel may be required.

Additional Skills

- An understanding of LEAN Principles and techniques are a plus.
- Proficient with MS Office Suite.