



Our life. Our work. Our home.

JOB TITLE: MARKETING SPECIALIST

This position is responsible for proactively building the brand of Kinnard Farms as it exists now and into the future.

SUMMARY

Kinnard Farms is seeking a full-time Marketing Specialist who under general direction, will provide marketing and communications support through collateral and key message development, content marketing, as well as compiling, formatting, analyzing and reporting, and acting as a liaison between Kinnard Farms and the public. Knowledge of, and integration into the dairy industry and general knowledge of agronomy desirable.

PRIMARY JOB RESPONSIBILITIES

This position is responsible for providing strategic direction and communications services for Kinnard Farms and will provide project management expertise, outreach to news media and other stakeholders, create strategic communications plans, as well as oversee issues management and communication materials development. This position reports directly to Senior Management.

Other key duties and responsibilities of this position include coordinating with company employees for story ideas and knowledge, providing status/progress updates, as well as planning and executing agreed upon activities such as creating, editing and managing content on social media; issuing statements, press releases, newsletters, and fact sheets; updating website copy and other relevant outreach materials; and monitoring both traditional and social media.

SOCIAL MEDIA

- Manage social media content
- Design, produce and publish high-quality, creative content across social media platforms that promote the Kinnard Farms message and brand
- Track, analyze and report on all website and social media metrics monthly to propose appropriate action and report on social media ROI
- Provide updates and reviews to management to educate and inform about relevant social media techniques, trends, activities, policies, and achievements
- Coordinate and integrate social media content development and campaigns with other communications projects and event calendar
- Monitor social media sites and appropriately respond to all inquiries and comments in a timely and professional manner



TOURS

Set up, coordinate and lead farm tours for thousands of people per year. Requires working one to two Saturdays per month to accommodate tours.

EDUCATION

Bachelor's degree in journalism, public relations, marketing, communications, or related field

EXPERIENCE/SKILLS

- Knowledge of agricultural practices. Knowledge of dairy on-farm practices and product benefits desired.
- Possess excellent written and verbal communication and public speaking skills, highly self-motivated
- Ability to communicate effectively and professionally, both orally and in writing, and be comfortable speaking to small and large groups while presenting information to internal and external audiences
- Able to schedule and follow up on all actions with little direct supervision
- Thorough understanding of traditional and digital marketing methods and market research methods
- Ability to comprehend, analyze, and interpret various types of documents and results, and write high-quality materials and articles
- Photography experience. Drone capabilities and experience with video development and editing desired.
- Proficient, in-depth knowledge and understanding of social media platforms, (Facebook, Twitter, LinkedIn, Instagram, YouTube, etc.), posting and leveraging content, and how to analyze results
- Proficient with Microsoft Office. Graphic design experience is desirable.
- Proficient with Google Analytics
- Demonstrate a positive attitude toward co-workers, vendors and the community
- This position may travel to events and/or meetings, some overnight, throughout the year

WORK CONDITIONS

The Marketing Specialist is a full-time position. The normal hours for this position are an 8-hour day within the window of 7:30 am to 5:30 pm, Monday through Friday and two Saturdays a month.

COMPENSATION

Wages will be determined based on experience and education.

APPLICATION PROCESS

Please send resume and completed application to amanda@kinnardfarms.com

Or Mail to:

Kinnard Farms – Marketing Specialist Position
E2675 County Road S
Casco, WI 54205

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