



## **Marketing Assistant**

### **Overview:**

Due to growth we have an IMMEDIATE full time opening for an organized, personable, hardworking Marketing Assistant to work in a fast-paced, state of the art environment with our team to deliver and market a daily market advisory newsletter to the top-tier farmers across 45 states. A college degree, editing, and digital marketing and/or graphic design experience preferred.

### **Background:**

Roach Ag Marketing is a 41-year-old market advisory company focused on U.S. crop producers. We work with our customers providing guidance in marketing their crops and managing price risk in the commodity markets. The nature of our business allows us to serve Midwestern clients from our main office in beautiful, sunny Boca Raton, Florida only one half mile from the beach! We offer an outstanding compensation package including a competitive salary and excellent benefits program.

### **Essential Duties and Responsibilities:**

- Assist in the design, & coordination of marketing efforts across all platforms, including but not limited to: email, web, print, and video
- Assist with design and setup of e-mail marketing campaigns
- Assist with styling products for social media, email and website use
- Assist with daily email operations, coordinate email production and QA to ensure emails are completed and delivered on time
- Format and execute daily, weekly and monthly html-based advisory and marketing newsletters
- Coordinate design, content and technical duties to meet multiple, interdependent deadlines
- Create links, update content and manage website assets via our CRM and content system
- Deploy emails and monitor development bugs affecting the email management system to ensure they are addressed in a timely manner
- Learn to utilize our CRM & database to target marketing efforts.



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- Assist with lead management including researching, entering and assigning leads to reps.
- Work in the email management system to create, schedule and deploy email campaigns
- Perform website SEO, content postings, updates, etc.
- Coordinate with creative, compliance, sales and media partners to ensure all email materials are reviewed and approved before deployment
- Prepare/manage various data reports for the Email Dept. including daily campaign and dashboard reports
- Assist the appropriate In-House Email Dept. Manager as needed
- Other duties as assigned

**SKILLS REQUIRED:**

- Ability and flexibility to work on a diverse team in a fast paced, deadline-driven environment
- Demonstrate attention to detail in dealing with complex projects and time-sensitive deliverables
- Knowledge of Adobe Photoshop and Illustrator
- Proficient in the use of Microsoft Word, Excel and Outlook
- Editing/marketing experience, project and campaign management experience
- Proven ability to quickly grasp, work with and execute complicated processes for email and marketing
- Ability to code HTML/CSS for email delivery experience is preferred but not required
- Detail oriented to ensure quality assurance
- Knowledge of online marketing funnels
- CRM/CMS system management
- Email marketing
- Facebook Ads, Twitter Ads, Google AdWords, and/or Google Analytics
- The person hired is expected to be at work and on time daily.
- You may be required to stay after your scheduled time occasionally to complete a time sensitive project.
- Cell phone use is limited during working hours.



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**SKILLS DESIRED:**

- College degree
- 1-2 years of experience working with email campaigns, email service vendors, direct response marketing, CRM's
- Knowledge of online direct marketing, business development, product managements and new product development,
- Strong verbal and written communication skills
- Interpersonal and organizational skills
- Ability to work tedious/repetitive tasks without manual errors

**Compensation & Benefits:**

We offer an outstanding compensation package including a base and incentives, such as a full benefits program, which includes: Medical, Dental, Vision, Life/Long-Term/Short-Term disability insurance, 401(K) with match, Paid Time Off, and Holiday pay. Compensation will be based on experience and ability.

**Applying:**

To apply for this position, please respond with a WORD resume (not PDF) and a comprehensive cover letter to us.

EOE/Local candidates only

*Michelle Jackson*

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