



## **Position Description**

**Job Title: Marketing Manager**

**Reports to: VP of Operations**

**Location: Nashville, TN (On-site)**

**Supervises: Marketing Staff**

**Start Date: January 23, 2023**

### **Position Summary:**

AgriCapture is a mission-driven company that certifies Climate-Friendly practices on farms, ranchlands and grasslands and quantifies associated emissions reductions, enabling producers to generate revenue for their sustainable management practices. By certifying agricultural products as Climate-Friendly and developing carbon credits, we serve corporations who are reducing and offsetting their GHG emissions while empowering consumers to consciously select Climate-Friendly products. We are seeking a marketing manager to oversee our marketing efforts for corporate customer acquisition as well as farmer and landowner enrollment.

As the marketing manager, you will be responsible for expanding our marketing activities and crafting a long-term marketing strategy that supports lead generation and promotes brand awareness. While your primary focus will be on corporate buyers, you will also be supporting our farmer and landowner enrollment team. You will be expected to take the lead on crafting the marketing strategy with input from the leadership team, marketing staff, and sales team. This will be a dynamic, fast-paced position providing a unique opportunity to be a part of a growing company that is poised to have a positive environmental impact.

### **Objectives of the Role**

- Craft and execute marketing strategy for various external parties, including corporate buyers, farmers, and landowners
- Drive top-of-funnel sales leads and support sales team through customer awareness and conversion
- Refine channel strategy, including shoring up digital presence, supporting content creation, and engaging press
- Build, refine and execute go-to-market strategy for our climate-friendly certifications and carbon credits
- Develop and execute campaign strategy aligned with our goals and the needs of external stakeholders
- Identify short-term and long-term scheduling, budget, and resource needs, including the development and management of an annual marketing budget, expenditure spending, and other financial considerations

### **Responsibilities**

- Manage marketing strategy development and execution of marketing plans across various corporate buyers, farmers, and landowners
- Enable sales team through understanding market and customer needs, identifying target customers, and refining product positioning and messaging for corporate buyers
- Develop marketing assets and collateral to drive lead generation and enable sales conversations
- Support farmer and landowner acquisition teams to increase enrollment in climate-friendly programs
- Spearhead the strategic and tactical execution of marketing campaigns, including design of test/control segmentation, implementation of tests, tracking, results reporting, analysis, and recommendations
- Lead Digital Marketing activities, including website and social media (primarily LinkedIn)
- Research advertising trends and optimize paid advertising campaigns using SEO and other tools

- Measure digital traffic, monitoring social media and Google Analytics
- Oversee and support press-related activities and content creation

### **Skills and Qualifications**

- Bachelor's degree in marketing, advertising, communications, or a related field
- 3-5 years of experience in marketing roles
- Proven ability and willingness to work in a fast-paced and evolving environment
- Willingness to work in the weeds to support staff in execution while also being able to think strategically
- Ability to think creatively and out-of-the-box, developing innovative and scrappy solutions
- Successful track record in marketing roles and creating marketing campaigns
- Excellent leadership and communication skills
- Strong project management, multitasking, and decision-making skills
- Experience with digital and print marketing, content marketing, and social media marketing
- Proven experience developing marketing plans and campaigns
- Proven ability to plan and manage budgets

### **Preferred Qualifications:**

- Experience with food and agriculture companies
- Experience with both B2B and B2C marketing
- Metrics-driven marketing mind with eye for creativity
- Established media and PR contacts
- Prior experience with copywriting and design
- Proficiency with HTML, content management systems, and design software

### **Benefits**

- 100% of employee medical premiums company paid
- Employer HSA contribution
- Coverage for Dental, Vision, Disability, and Life Insurance
- Identity Theft and Prepaid Legal coverage options available
- Competitive Pay
- Time away: Flexible PTO and paid holidays
- 401k with company match
- Allowance for office equipment
- Monthly happy hours
- Weekly lunch catering
- Office snacks and drinks

AgriCapture is committed to creating a diverse environment and is proud to be an equal-opportunity employer. AgriCapture recruits, employs, trains, compensates, and promotes regardless of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Please send a **cover letter and resume** to [info@agricapture.com](mailto:info@agricapture.com).