

JOB DESCRIPTION

Job Title: Marketing Coordinator
Department: Marketing
Reports to: Assistant General Manager
Status: Non-Exempt
Date: 03/16/2026

Position Summary: The Marketing Coordinator works closely with the Marketing Team, Sponsorship Manager, Show Operations Manager and Exhibitor Services team to support marketing efforts and communications that promote the organization, its events, and its partners to the broader community.

Essential Functions:

- Coordinate and execute marketing initiatives that promote organizational initiatives, events, programs, and partnerships, including World Ag Expo.
- Manage and maintain all organizational social media platforms, including content planning, scheduling, posting, and monitoring engagement across channels.
- Assist with the development and execution of marketing campaigns, including digital advertising, print promotions, and event marketing efforts.
- Create and coordinate marketing collateral for events and programs, including signage, advertisements, promotional materials, and printed pieces.
- Support sponsorship fulfillment by ensuring sponsor recognition and benefits are accurately executed across marketing materials, digital platforms, and on-site event assets.
- Coordinate with media partners to facilitate promotional opportunities, including scheduling and organizing live television segments and other media coverage.
- Maintain and update all organizational websites, ensuring information is accurate, current, and aligned with marketing initiatives.
- Assist with advertising strategy by helping develop creative content and coordinating placement across appropriate channels and media outlets.
- Provide graphic design support for marketing materials, digital campaigns, and event promotions while maintaining brand consistency.
- Collaborate with internal teams—including Facility Rentals, Sponsorship, Show Operations, and Exhibitor Services—to support communication and promotional needs.
- Work with organizational leadership, volunteers, including the Show Chairman, to support marketing efforts and execute event-related initiatives.
- Coordinate the World Ag Expo seminar program, including managing the application process, assisting with application review, and working with the committee chair to develop and finalize the seminar schedule.
- Assist with on-site marketing and promotional activities during events and organizational programs as needed.
- Help maintain brand standards across all marketing materials, communications, and platforms.

- Monitor and compile marketing performance metrics, campaign results, and website analytics.
- Maintain marketing database, contact lists, and digital marketing assets.
- Conduct basic market research and monitor industry trends to support marketing strategies.
- Prepare marketing reports, summaries, and presentations for management as requested.
- Provide administrative support to the marketing department including processing invoices, tracking budgets, and maintaining records.

Education and Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, Business, or a related field strongly preferred.
- A combination of education and 4 years of relevant experience will be considered.
- Experience in Agri-business preferred.

Knowledge, Skills, and Abilities

- Knowledge of marketing principles and campaign coordination, including digital and traditional marketing strategies.
- Knowledge of social media platforms and digital marketing tools used for content distribution, audience engagement, and brand promotion.
- Proficient with Adobe (Illustrator, InDesign, Photoshop, Premier), Canva, and Microsoft Office applications. Able to learn other proprietary database software.
- Skill in written communication to develop clear, accurate, and engaging marketing content (AP writing skills).
- Skill in project coordination and time management to manage multiple marketing initiatives and deadlines simultaneously.
- Skill in data tracking and reporting to monitor campaign performance and compile marketing metrics.
- Skill in organizing and maintaining marketing materials and digital assets including marketing calendars, content libraries, and databases.
- Demonstrate a high level of customer service skills.
- Demonstrate emotional intelligence when working with challenging customers, vendors, team members, and community members.
- Ability to collaborate effectively with internal teams and external vendors to support marketing campaigns and projects.
- Ability to communicate verbally in a professional manner at all times, representing the brand.
- Ability to maintain brand consistency across marketing communications and materials.
- Ability to analyze basic marketing data and summarize findings to support decision-making.
- Ability to manage competing priorities in a fast-paced environment while maintaining attention to detail.

Environmental Conditions:

- Indoors in typical office environment with little exposure to heat and cold approximately 75% of the time.
- Frequently work at a fast pace with unscheduled interruptions.
- Responsibilities may require an adjusted work schedule and evening/weekend hours to meet deadlines and meet customer requirements.
- Will move (walk or drive) from one work location to another regularly.

Physical Demands:

- Regular and consistent on-site attendance and punctuality.
- Mobility within an office environment
- Mobility inside and outside.
- Ability to work in hot and cold environments.
- Ability to speak, walk, stand, kneel, stoop, sit, and climb.
- Ability to lift 20 pounds.
- Ability to drive a vehicle.

We welcome qualified candidates to submit their resume to marketing@farmshow.org