***Ag Management Solutions, LLC***

Ag Management Solutions is seeking a talented and driven Marketing Manager to join our expanding team and lead all marketing efforts for our growing list of clients. This pivotal role requires a visionary leader with a strategic mindset, a hands-on approach, and a passion for delivering exceptional results. As Marketing Manager, you will be responsible for developing, executing, and optimizing multi-channel marketing strategies tailored to diverse audiences, ensuring the growth, retention, and satisfaction of our clients.

**POSITION SUMMARY:**

The Marketing Manager will be responsible for the development and execution of all marketing efforts for Ag Management Solutions and its clients. This leadership role entails direct management of the marketing team and requires a highly skilled professional capable of cultivating a strong brand presence and fostering stakeholder relationships.

**KEY RESPONSIBILITIES**

**Leadership and Strategy:**

* Manage, inspire, and mentor a team of marketing professionals, fostering a collaborative and results-oriented environment.
* Develop comprehensive marketing strategies for each client, aligning campaign objectives with their business goals and target audiences.

**Operational Management:**

* Oversee the day-to-day operations of the marketing team, ensuring efficient and effective execution of marketing plans and initiatives.
* Manage the communications team, providing guidance, support, and professional development opportunities.
* Develop and manage marketing budgets for both internal and client projects, ensuring efficient allocation of resources and maximizing ROI.
* Stay updated on emerging marketing tools, platforms, and best practices, introducing innovative approaches to enhance client outcomes.

**Client Engagement:**

* Serve as the primary marketing contact for all clients, ensuring clear, timely communication and proactive support for their evolving needs.
* Cultivate and maintain strong relationships with clients, understanding their needs and ensuring the delivery of high-quality marketing and communications services.
* Represent the organization in client meetings, industry forums, and conferences.

**Campaign Development and Execution:**

* Oversee the creation, execution, and performance analysis of marketing campaigns across digital, print, event, and other relevant channels.
* Conduct regular industry and competitor analyses to identify trends, opportunities, and potential challenges for clients.
* Guide the creation of engaging and impactful content, including copywriting, graphics, video, and web assets, tailored to each client’s brand identity.
* Ensure brand consistency and integrity across all marketing materials, campaigns, and touchpoints.
* Collaborate with external partners such as agencies, designers, printers, and media outlets to execute projects to the highest standards.
* Monitor and analyze campaign performance, providing insights and recommendations for improvement.

**Team Collaboration:**

* Foster a collaborative and innovative team culture, encouraging creativity and continuous improvement.
* Collaborate with communications manager, program leads and client executive directors to develop proactive communication strategies to ensure cohesive and integrated marketing efforts as well as manage sensitive situations or reputational risks for clients as needed.

**QUALIFICATIONS**

**Experience**

* Bachelor’s degree in Marketing, Business, Communications, or a related field (Master’s degree preferred).
* Minimum 5 years of experience in marketing management or a similar role, ideally within an agency or multi-client environment.
* Demonstrated success in planning, launching, and optimizing multi-channel marketing campaigns.
* Strong leadership and team management abilities, with experience overseeing cross-functional teams.
* Exceptional communication, presentation, and interpersonal skills.
* Proficiency in digital marketing platforms and analytics tools (e.g., Meltwater, Social Pilot).
* Creative problem-solving skills and a data-driven mindset.
* Strong organizational skills, able to manage multiple projects and deadlines simultaneously.
* Proven ability to adapt to changing priorities and thrive in a fast-paced environment.
* Experience in budget management and vendor relations.
* Knowledge of current marketing trends and best practices.
* Experience in crisis management and media relations is highly desirable.

**Core Competencies**

* Ability to see the big picture and develop marketing plans that drive both short-term results and long-term brand equity.
* Deep commitment to understanding client goals, challenges, and industries, providing proactive solutions and exceptional service.
* Skilled in interpreting data and analytics to inform strategy and optimize campaign performance.
* Inspires and motivates team members, promoting an open, innovative, and inclusive culture.
* Brings fresh ideas and a bold perspective to marketing challenges, fostering an environment of experimentation and growth.
* Communicates complex ideas clearly and persuasively to both internal and external stakeholders.
* Adapts quickly to client needs, market changes, and new technologies.

**WORKING CONDITIONS**

Working conditions include in-office, remote work and travel, including overnight travel. Remote work and travel may involve exposure to the elements.

**ABOUT US:**

Ag Management Solutions (AMS) is an association management company that provides various services, including accounting, administrative services, marketing, communications, membership services, events services, and technical expertise to a growing list of client organizations. Our mission is to help small and mid-sized agribusinesses and associations realize efficiencies to maximize effectiveness. AMS employees are passionate about agriculture, talented in their fields, and dedicated to the success of our client organizations. Check out our website to learn more: <https://agmgmtsolutions.com/>

**WHAT WE OFFER:**

* Salary: $75,000-90,000; commensurate with experience
* Competitive benefits package.
* Opportunities for professional growth and development.
* A supportive and collaborative work environment.
* The chance to make a significant impact in a leading industry organization.

**APPLICATION PROCESS:**

Interested candidates should submit a resume and cover letter to hr@agmgmtsolutions.com. Please include "Marketing Manager - [Your Name]" in the subject line of your email.

Ag Management Solutions is an equal-opportunity employer. We look forward to welcoming a passionate and skilled Marketing Manager to our team!