



## DIGITAL MEDIA SPECIALIST

IntelliFarms is looking for a **Digital Media Specialist** to join our Marketing Team. This person will be responsible for developing strategic digital content and campaigns through the use of paid media, SEO and SEM. This position will include some writing responsibilities. We are looking for a team member who is comfortable taking ownership of projects and works well within a team setting.

This position will be based in our satellite office in Olathe and is a part of the IntelliFarms' Marketing Team.

### Responsibilities will include:

- Keyword research tailored to the target audience
- Monitor and analyze web traffic to improve SEO rankings
- Create, monitor and optimize PPC campaigns
- Create digital content and collaborate with graphics team for needed support
- Analyze and report performance data
- Industry research, including: competitors, content influencers and digital content trends

### What you will need to be successful:

- General understanding of the digital advertising ecosystem
- Proven experience with digital media tools and resources
- Bachelor's degree in digital media, marketing, communications, advertising or a related discipline or equivalent work experience is required
- Demonstrated experience with Google Analytics, Google ads and other paid media opportunities
- Strong verbal and written communications with ability to effectively communicate at multiple levels within the organization
- Experience developing strategic tests like A/B testing to maximize marketing efforts
- Excellent grammar and proofreading skills a must
- Proficiency with Microsoft Office
- Motivated, self-starter looking to continuously improve and learn
- Efficient project management with ability to manage multiple projects, prioritize and meet deadlines
- Must be a team player with strong interpersonal skills

### Bonus skills/experience:

- General knowledge of agriculture industry

# GROW FOR A PURPOSE

## **What's in it for you:**

- Build your skillset with a wide variety of project opportunities
- Be part of a team that cares about who you are and your growth
- Develop and drive experiences through marketing and education to help the farmers that provide food to your family
- Receive great benefits (competitive compensation and excellent benefits package, including health, dental, vision, 401k, holidays, flexible work arrangements and generous vacation).

## **To apply:**

We are not your average ag tech company. Show us how you are not the average Marketing professional! Impress us with your creative skills, and then knock us out with your people focus and communication style. Think you are match? Send us your resume!

**Send your cover letter and resume to [jobs@intellifarms.com](mailto:jobs@intellifarms.com).**