



## MARKETING AUTOMATION SPECIALIST

IntelliFarms is looking for a **Marketing Automation Specialist** to join our Marketing Team. This person will be responsible for creating email marketing campaigns, social media posts and working within the systems to maintain our websites. This position will be the resident marketing automation and content management system guru, working daily in Hubspot and WordPress. 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:

- Create and execute email marketing campaigns, including: content, landing pages, forms and analytics
- Create targeted outreach programs to deliver the right message, to the right people, at the right time
- Create and modify landing pages and website pages
- Create and post social media on a daily basis
- Report and analyze performance data
- Data requests and list clean-up for targeted campaigns

### What you will need to be successful:

- Experience with marketing automation tools, preferably Hubspot or comparable system
- Experience with content management systems, preferably WordPress or comparable system
- Bachelor's degree in digital media, marketing, communications, advertising or a related discipline or equivalent work experience is required
- Experience with email marketing best practices and CAN-SPAM laws
- Ability to collaborate with team members to produce top-notch digital content
- Experience developing strategic tests to maximize marketing efforts
- Familiar with social media best practices
- Motivated, self-starter looking to continuously improve and learn
- Strong verbal and written communications with ability to effectively communicate at multiple levels within the organization
- Attention to detail a must
- Proficiency with Microsoft Office
- 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
- Solid understanding of data

# 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 paid leave.

## **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).**