



SOCIAL MEDIA MARKETING RESEARCH POSITION

Location: Palmerston, Ont.

Ag Business & Crop is seeking a Client Support and Social Media Marketing Representative. This is a contract position with full-time hours. The initial contract will be approximately 8 weeks with the potential for extension.

OVERVIEW:

The ideal candidate is vital in planning, developing, scheduling, and executing the digital marketing communications for Ag Business & Crop Inc. through social media and online platforms and working on marketing strategies and programs generally and has experience in researching target markets. The ideal candidate understands broader marketing, communications and education strategies. These efforts are to replace methods formerly used to work with present clients and potential markets due to COVID 19. While working with the marketing, communications and branding strategy the candidate will also develop educational videos and materials taking the place of in person training/sessions for maintenance and usage of Ag Business & Crop Inc. equipment. Support functions for our office administrative and client support office functions will also be called upon.

CLIENT SUPPORT DUTIES:

- Client support must be integrated with the social media and marketing to provide benefits to
- present equipment users by providing industry insights, tips and strategies to maximize their agriculture equipment
- Ensures all material and formats are suited to clients abilities and needs and also stretches their abilities to using effective formats
 - Experience in instructional videos
 - Experience in video production for online viewing/upload
 - Bonus if experience and primarily uses “Adobe Premiere Pro”
- Update manuals and other forms of assistance to clients in easy-to-use formats that can be accessed by clients.

SOCIAL MEDIA MARKETING DUTIES:

Creates marketing and social media campaigns and strategies, including anticipated budget information, development of material, and implementation consistent calendar schedules to assist present clients and new business opportunities.

- Develops the brand and ensures consistency in messaging in all marketing and social media messages, including advertising, and brand management
- Reviews and assesses customer data and uses this information to create comprehensive reports and improve future marketing strategies and campaigns
- Grows and expands company social media presence into new social media platforms, plus, increases presence on existing platforms including Facebook, LinkedIn, Twitter, and
- Instagram

- Market research
- Email marketing and SEO analyze Google Ads and Analytics reports while generating useful insights.
- Creates and distributes engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.
- Track and assess social media engagement to identify high - performing ideas and campaigns and understand and monitor social media analytics
- Email marketing and SEO and planning and understand and use the
- Salesforce CRM.

Requirements and Qualifications:

- Degree or studying Communications or Marketing, digital communications or related fields such as advertising or journalism,
- Skills in Social Media Management, Marketing Experience, content Creation, copywriting graphic and website strategy, data collection and analysis,
- Experience with content management systems, word processor applications and image/video editing software
- Self-starter, ability to work independently with minimal direction/supervision Computer skills (Microsoft Office), experience with a CRM tool is an asset
- Excellent interpersonal and communication skills, oral and written
- A creative forward-thinking mindset, open to change, challenge and collaboration
- French language skills (verbal and written) considered an asset

Ag Business and Crop Inc.

Email: info@agbusiness.ca

ACCESSIBILITY

We are an equal opportunity employer. Accommodations are available on request for candidates taking part in all aspects of the selection process. For accommodation please contact info@agbusiness.ca

We thank you for your interest, however, only those candidates selected for an interview, will be contacted. [This is a Canada Summer Job program and for questions about the program please check this link.](#)

No agencies please.