



JOB DESCRIPTION

Title: Marketing Content Specialist

Date Last Modified: 16-JAN-2020

Department:	Marketing	Classification:	Exempt
Supervisor:	Director of Marketing	Grade:	Q
Status:	Regular Full Time	EEO Group:	

Position Objective:

The Marketing Content Specialist is focused on positioning BioWorks as a thought leader and trusted advisor to core customers by continually generating and publishing relevant and timely content.

The Marketing Content Specialist will be focused on producing targeted content to highly segmented core customers based on editorial calendars, crop calendars, product life cycles, customer feedback and other guidelines produced in-house or collected from trusted industry sources.

Content can take many shapes and forms including articles, interviews, case studies, white papers, testimonials, trial summaries, videos, social media posts, etc. The content specialist will also assist with traditional sales and marketing collateral such as: sell sheets, brochures, technical sheets, public relations, advertising, campaigns, promotions, etc. He/she will work closely with multiple departments including sales, regulatory and technical services to ensure content is accurate and appropriate.

He/she will work with the sales team to understand customer acquisition, retention and development action items to ensure all communication efforts are part of a highly coordinated sales process.

The Marketing Content Specialist will also work tirelessly to understand BioWorks' core customers enabling BioWorks to continually deliver on our brand promise - and to differentiate and innovate in areas that matter.

He/she will also assist with segmentation and targeting efforts, ensuring BioWorks' CRM system is a highly functional tool with a strong focus on customer data.

Essential Functions and Responsibilities:

People

- Actively participates in promoting, supporting and enhancing our Core Purpose, Core Values and Company Culture
- Maintains a positive work atmosphere by acting and communicating in a manner that promotes cooperation with customers, collaborators, vendors, team members and management

Strategy

- Fully embraces the Scaling Up process and uses all the tools and information available to drive decision making
- Is focused on end-user core customer needs
- Determines best methods of communication per customer segment

- Travels to and visits with customers for feedback and relationship building

Execution

- Positions BioWorks as a thought leader and trusted advisor by producing and publishing relevant and timely content
- Produces and updates editorial calendars, crop calendars and other guidelines to ensure content is relevant and timely. Operates with a proactive mindset producing content well ahead of publication dates to ensure time for review and edits
- Produces a wide variety of content that can repurposed in multiple outlets
- Ensures content is accurate and applicable by working with multiple departments including sales, regulatory and technical services
- Assists sales and marketing teams with various collateral needs including: sells sheets, brochures, public relations, ads, campaigns, promotions, etc.
- Assists BioWorks with CRM data management for segmentation and targeting purposes
- Tracks appropriate marketing metrics, analytics and KPI's
- Communicates and builds relationships with industry, market and media leaders and enhances BioWorks' image/brand

Cash

- Fully embraces Great Game of Business ("GGOB") and all strategies and activities related to financial transparency and information sharing, including timely updates to revenue (if applicable), expenses, and cash goals.

Essential Qualifications - Education, Experience, Skills: (in order of importance)

- Bachelor's degree desired; Associate's degree with equivalent job experience may be considered
- Minimum 2+ years of experience in marketing communications
- Horticulture or agriculture background or experience
- Some graphic design experience a plus
- Video and photography experience a plus
- Ability to function with minimal guidance
- Ability to manage and work well with people (team members, internal/external customers and sales team – as well as all remote team members)
- Excellent verbal and written communication skills

Essential Values: (for all employees; all of equal importance)

- Core Purpose
 - Grow our Team, Serve Others and Save our Earth
- Core Values
 - OUR Team, ONE Company
 - We Honor Our Commitments
 - We Have the RIGHT Conversations
 - Our Customers' Success is Our Success

Physical Demands:

- Ability to help lift materials for tradeshow support.
- Flexibility in scheduling to satisfy project needs and priorities
- Computer keying repetitive motions
- Possible eye strain

PHYSICAL ACTIVITY CHART

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	List JOB RESPONSIBILITIES that require physical demands checked
Standing	X		Talking with vendors and customers
Walking	X		Working with vendors, sales team, and customers to resolve and understand issues and needs
Sitting		X	Computer and phone duties
Lifting			
Carrying		X	Laptop, luggage and product samples
Pushing			
Pulling			
Climbing			
Balancing			
Stooping			
Kneeling			
Crouching			
Crawling			
Reaching			
Handling	X		Luggage and product samples
Feeling			
Speaking		X	Interaction with sales team, customers and vendors
Hearing		X	Speaking with sales team, customers and vendors in person and on phone
Seeing		X	Computer work, analysis, forms, reports
Depth Perception			
Color Vision	X		Review of ad copy, artwork
Repetitive Motion		X	Keying and mouse for computer