



## **JOB DESCRIPTION:**

### **Digital Marketing Specialist**

Posted: July 20, 2020

Reports to the Director of Communications

### **Job Purpose:**

To develop, implement and manage all social media accounts and electronic marketing efforts of Montana Farmers Union. The specialist will work collaboratively with the Communications Director to complete other communication tasks, including but not limited to: website management, development of promotional materials and videos, and special projects.

### **Key Responsibilities:**

- Lead ongoing management of digital touch points, including montanafarmersunion.com and social networking landing pages.
- Manage day-to-day production as well as campaign budgets and schedules.
- Maintain site analytics, metrics and campaign reporting.
- Create relevant content for online marketing and in coordination with offline marketing strategies.
- Cover MFU events for social media platforms.
- Design, create and manage promotions (contests, polls, surveys, advertising) and Social ad campaigns.
- Manage published content including images and video.
- Design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Manage MFU website including update of content and design.
- Develop content for and execute e-mail marketing campaigns.
- Generate online community participation.
- Expand Farmers Union's digital footprint.
- Develop promotional videos/images for social media and organizational use.
- Write articles for MFU newsletter.
- Assist with event coordination.
- Perform other related duties as assigned.

### **Knowledge, Skills and Abilities:**

- Knowledge of SEO
- Proficient in WordPress & website design
- Proficient in InDesign & Photoshop
- Excellent language, written and communication skills
- Ability to organize multiple priorities and deadlines
- Ability to work independently
- Creativity
- Ability to work across all digital formats, including video

**Education and Experience Required:** Bachelor's degree in marketing, communications or business. Agriculture experience a plus!

**Working Conditions:** Office-based, some evening and weekend work with in and out of state travel.

**To apply email a resume and cover letter to [mfu@montanafarmersunion.com](mailto:mfu@montanafarmersunion.com).** This position is open until filled.

