**About The Equity**

The Equity is an independent ag cooperative headquartered in Effingham, Illinois and has over 500 employees. Our market area currently includes 22 locations and covers central Illinois and southwest Indiana. The Equity has five divisions including: Agronomy, Grain, Feed & Livestock, Energy, and two Retail Stores, plus a Precision Agronomy dealership as well as a cutting-edge drone sprayer business. The Equity’s mission is to deliver value to our customers through operational excellence, providing information, exploring opportunities, and supporting profitable roles for producers.

**Location:** Effingham

**Reports to:** Marketing Manager

**Compensation:** $20-$24/hour

**Benefits Overview:**

* Paid vacation, 6 days Paid Time for All, 9 paid holidays, 2 paid floating holidays
* 401k match up to 6%
* One week paid Parental Leave
* Referral Program
* Company Incentive Program
* Medical, dental, and vision
* Paid Life insurance and long-term disability insurance

**Required Knowledge, Skills, and Leadership Characteristics:**

* Associate’s degree in marketing/business or Related Field; Design/Marketing experience preferred
* Experience with Adobe Creative Cloud
* Photography/video experience a plus
* Familiarity with social media, campaign-based marketing, and brand awareness concepts
* Strong written and verbal communication skills
* Understanding of basic business and marketing concepts
* Self-Motivating personality as well as outgoing, interpersonal skills with employees, growers, and community members
* Demonstrate ability to interact effectively with management, employees, and growers
* Ability to define problems, collect data, establish facts, and draw valid conclusions
* Portfolio and references required

**Key Responsibilities:**

1. Assist the Marketing Department with administrative tasks
2. Create engaging brand graphic assets for internal and external campaigns and initiatives
3. Assist in planning and creating marketing content, including social media posts, newsletters, and other promotional materials for The Equity and its affiliate brands
4. Study and evaluate social media and website metrics to create benchmark analytic reports
5. Help plan and execute marketing campaigns for The Equity and affiliate brands, which includes: newsletters, digital and print ads, events, and sales efforts
6. Assist in maintaining positive brand image and awareness
7. Collaborate with other departments and brands under the direction of the Marketing Manager as needed
8. Assist in brand awareness and recruitment campaigns and events throughout local communities, schools, and networks
9. Evaluates success of campaigns when completed
10. Attends trade shows, career fairs and community events
11. Drafts and proposes communications campaigns, which may include social and online media, print media, direct mail and other multimedia

**Work Environment:** This job primarily operates in an office setting but will also require on-location work. The nature of the business may require extended hours.

**Travel:** The employee may be required to travel to other facilities in The Equity trade area, conferences, educational opportunities, and other job-related activities.

**Other Duties:** Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time.

*Effingham Equity shall not be liable for, shall not pay, and expressly rejects and disclaims any and all responsibility or liability for any commission, expense, fee or cost claimed or charged by any recruitment or employment agency, firm, or company in connection with the employment of any candidate selected by Effingham Equity for the position described above unless a written contract is executed by Effingham Equity and such employment agency, firm or company before Effingham Equity makes an offer of employment to such candidate*.