

MARKETING SPECIALIST

Marketing Specialists are responsible for getting the appropriate communication message and medium delivered to the public. By doing so, they ensure that the company meets their sales goals. Marketing Specialists also watch over companies/clients promotions for their products and services through their marketing skill sets.

WHAT RESPONSIBILITIES WILL I HAVE?

- Plan, develop, and direct the efforts for distribution of company product
- Develop and execute marketing programs to increase annual sales volume and revenue
- Develop a marketing strategy for the organization, such as advertising, promotions, public relations, trade marketing, digital and social media
- Responsible for internal and external communications
- Coordinate and execute special events
- Work with suppliers to ensure distribution programs including training/education, pricing, inventory management, communication pieces, reporting, tradeshow, etc.
- Create incentive programs for sales people and suppliers
- Monitor brand performance and use information gained to recommend actions
- Provide financial analysis and business planning for each individual brand if applicable
- Conduct market research on own products as well as competitive products
- Develop a marketing budget and adhere to outlined expenses
- Work with all other functions of the business to carry out business goals



WHAT EDUCATION & TRAINING IS REQUIRED?

Bachelor's or Master's degree in agricultural business, marketing, journalism, communications, education or business administration

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, English, speech, art, business and computer courses

TYPICAL EMPLOYERS

Agricultural organizations of varying sizes and industries hire marketing specialists; may be self-employed or work for an agency

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- State Agribusiness Associations
- National Agri-Marketing Association
- National Association of Farm Broadcasting

AVERAGE ANNUAL FULL-TIME SALARY

\$50,000