



Practical Farmers of Iowa is Hiring a Digital Marketing Manager

Practical Farmers of Iowa is seeking a motivated, diligent and respectful person with a passion for building community and creating positive change to serve as our digital marketing manager.

We're looking for a digital marketing guru with a deep understanding of how people interact with various digital media. This person will manage all aspects of PFI's digital presence and advertising, and will join a hard-working, curious and adaptable communications and marketing team.

About PFI

For 35 years, Practical Farmers has worked to equip farmers to build resilient farms and communities. This work has always been rooted in our value of welcoming everyone and creating a culture of mutual respect. We believe that a diversity of people, ideas and perspectives strengthens our ability to find creative solutions, enriches our understanding and broadens our impact.

At Practical Farmers, we celebrate this diversity and are committed to ensuring our policies and practices create an equitable and inclusive workplace. We take equal opportunity seriously, and seek to empower and support all applicants and teammates.

About PFI's Communications and Marketing Department

Communications and marketing at PFI is dynamic, purposeful and ambitious. Our work has several key aims: to expand Practical Farmers' reach and impact; share our members' knowledge and experience; promote PFI programs and activities; and drive the food and farming narrative about resilient agricultural systems. We manage an impressive portfolio that includes:

- Six major print publications (including a 40-page quarterly magazine) along with an array of other digital and print publications
- An award-winning video portfolio
- Content for podcasts, email newsletters and blog posts
- Multiple websites and social media channels
- Graphic design and visual branding services
- An extensive photo and video archive and in-house style guide
- Robust media relations and farmer outreach work

About the Position

As digital marketing manager, you'll initiate, develop and manage strategy for our website, advertising, social media and email marketing to drive engagement, expand PFI's reach and help achieve our mission.

You'll have the autonomy and support from department leadership to make changes that transform and improve our digital presence and will spearhead our digital and advertising strategies. You'll also supervise our content coordinator, working together to deploy digital marketing strategies that expand our reach and build our brand.

Responsibilities

- **Digital advertising campaigns (30% of duties)**
 - Manage and carry out all facets of digital advertising campaigns, including planning, implementing, optimizing and reporting on campaigns
 - Manage capacity and budget efficiently
 - Create a cohesive, coordinated digital user journey across various platforms and channels
- **Website strategy (25% of duties)**
 - Act as admin user and subject matter expert for website content management system and support third-party tools
 - Manage vendor relationships and prioritize tasks with outside developers
 - Oversee content coordinator and provide strategic direction around creating engaging website content with a strong focus on SEO initiatives and optimizing user experience
 - Develop and implement strategy to increase website traffic and improve overall user experience
 - Use tools such as Google Tag Manager and Google Analytics to analyze and optimize tracking tools to website content
- **Social media and email marketing strategy (15% of duties)**
 - Lead creation and publishing of content across Practical Farmers' seven e-newsletters and five social media channels (Twitter, Facebook, LinkedIn, Instagram and YouTube)
 - Build and grow brand awareness, create a positive online reputation and engage and connect followers to Practical Farmers' programming
 - Design processes for tracking, analyzing and optimizing email marketing and social media metrics
- **Print, radio and outdoor advertising (10% of duties)**
 - Manage and deploy print, radio and outdoor advertising as needed, with support of content coordinator
- **Supervising (10% of duties)**
 - Supervise one full-time staff member (content coordinator) with potential for more as PFI and its communications and marketing team continue to grow
- **Analytics (10% of duties)**
 - Monitor and report on impact of digital marketing and advertising work to internal and external stakeholders
 - Develop and carry out strategies to optimize key performance indicators across digital channels
 - Incorporate results into future work for continuous improvement

Required Qualifications and Characteristics

- Highly creative with experience creating digital campaigns that engage, inform and motivate key target audiences
- Excel at out-of-the-box thinking and creative, yet methodical, approaches to reach specific audiences
- Solid knowledge of how people interact with various digital media
- Solid knowledge of digital marketing best practices

- Experience using website content management systems and a solid understanding of user experience design best practices
- Working knowledge of digital search (SEM & SEO) strategy, execution and optimization
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Strong analytical skills and data-driven thinking
- Ability to translate metrics into actionable takeaways
- Strong project management skills
- Strong interpersonal communication skills
- Ability to manage multiple concurrent projects in fast-paced team environment
- Motivated to seek out, learn and implement new tools and technologies
- Flexible, adaptable and a self-starter
- Ability to listen and understand people's needs and concerns
- Strong attention to detail and high organizational ability
- Proficiency with Microsoft Office Suite, including Excel

Desired Qualifications and Characteristics

- Basic understanding of agricultural production in Iowa
- Previous experience working at an agency or in a situation balancing multiple clients or projects at a time
- Ability to create and implement new processes as needed
- Experience using Google Marketing platforms – Google certifications appreciated
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments testing digital campaign performance
- Experience managing other people (staff or vendors and contractors)
- Experience in budgeting and budget management
- Bachelor's degree in marketing, advertising or related field
- 3 years of experience planning and carrying out digital marketing campaigns
- 3 years of experience developing and managing websites
- 2 years of experience using email marketing platforms preferred
- 2 years of experience carrying out social media strategy preferred

This full-time position has potential for a remote/hybrid work schedule (must be willing to travel to our Ames, Iowa office approximately once a week). The annual salary range for this position is \$53,000 to \$62,000, with starting salary based on experience and qualifications.

This position reports to Christine Zrostlik, marketing and communications manager. Practical Farmers is a family-friendly employer. The position includes full health care benefits, a flex plan, short- and long-term disability, life insurance and generous paid time off. Employer contribution to a 401k retirement plan is offered after one year of employment.

Please apply by completing the application form (including contact information, cover letter, resume and references) below. Applications will be reviewed on a rolling basis.