



Practical Farmers of Iowa is Hiring a Senior Digital Marketing Coordinator

Are you a digital marketing guru with a passion for building community and creating positive change? Practical Farmers of Iowa wants to talk to you!

As a non-profit organization with more than 6,000 members, PFI equips farmers to build a more regenerative agriculture. We create learning opportunities via farmer-led events, on-farm research and educational content through our robust network of farmers. We also provide financial support and technical assistance to help farmers adopt regenerative farming practices and grow farm businesses. Our vision is an Iowa with healthy soil, healthy food, clean air, clean water, and resilient farms and vibrant communities.

As PFI's **senior digital marketing coordinator**, you'll use your solid understanding of how people interact with various digital media to help build and grow PFI's network, engage and connect that network to PFI programming and create an overall positive, user-friendly digital experience.

You'll manage all aspects of PFI's website, create and send marketing emails, provide strategic input on social media and email newsletters, and monitor and report the impact of digital marketing work. You'll be empowered to make changes that transform and improve our digital presence, with support from department leadership.

You'll join a hard-working, curious and ambitious marketing and communications team whose main goal is to help expand PFI's reach and impact.

Responsibilities

- **Website (60% of duties)**
 - Act as admin user and subject matter expert for website content management system
 - Provide strategic direction for creating engaging website content with a strong focus on SEO and UX
 - Develop and implement strategy to increase website traffic and improve overall user experience
 - Use tools such as Google Tag Manager and Google Analytics to track and analyze user behavior and optimize website content
 - Manage vendor relationships with outside web developers
 - Design and implement processes to ensure consistency and efficiency of website work
- **Email Marketing (20% of duties)**
 - Develop and oversee strategy to increase impact of PFI's email newsletters and email marketing campaigns
 - Design process for tracking, analyzing and optimizing email newsletters and email marketing campaigns
 - Design and implement processes to ensure consistency and efficiency of email marketing work

- **Social media (10% of duties)**
 - Develop and oversee strategy to increase engagement on PFI's social media channels
 - Design processes for tracking, analyzing and optimizing social media metrics
 - Design and implement processes to ensure consistency and efficiency of social media work
- **Analytics (10% of duties)**
 - Analyze web, email and social media user behavior to optimize channels for PFI goals
 - Monitor and report on impact of digital marketing work

Required Qualifications and Characteristics

- Motivated to seek out, learn and implement new tools and technologies
- Solid knowledge of digital marketing best practices & how people interact with digital media
- 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
- Working knowledge of website analytics tools (e.g., Google Analytics)
- Strong analytical skills and data-driven thinking
- Ability to translate metrics into actionable takeaways
- Strong interpersonal communication skills
- Ability to manage multiple concurrent projects in fast-paced team environment
- Flexible, adaptable and a self-starter
- Strong attention to detail and high organizational ability

Desired Qualifications and Characteristics

- Ability to create and implement new processes as needed
- Experience with Google Marketing platforms – Google certifications appreciated
- Experience in optimizing landing pages and user funnels
- Experience developing and managing websites
- Experience using email marketing platforms
- Experience carrying out social media strategy
- Bachelor's degree or equivalent experience in marketing, advertising, communications or related field
- Basic understanding of agricultural production in Iowa

This is a full-time, hybrid position (minimum of 2 days per month at the Ames, Iowa office). The starting salary range for this role is \$54,500-60,000 with annual opportunity for advancement and salary increase.

PFI values its employees and is a flexible and supportive work environment. Employees are offered a competitive benefits package including health insurance with employer-paid premium, generous paid time off, flexible hours, paid parental leave, 4% automatic 401k contribution after one year of employment and additional learning opportunities. Practical Farmers is a family-friendly employer.

At PFI, we celebrate 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.



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

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 quarterly magazine)
- An award-winning video program
- 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-speaker work