



Hillco Technologies, Inc.  
1010 1st Ave, Nezperce, ID 83543

[www.hillcotechnologies.com](http://www.hillcotechnologies.com)

800.937.2461

## **Marketing Associate Job Description**

**Department:** Marketing

**Reports directly to:** Marketing Director

**Salary Range:** DOE

### **Job Summary & Duties**

The Marketing Associate is responsible for maintaining communications on a regular basis with the Marketing Director. Key responsibilities include content creation, social media management, campaign analysis and performing other functions associated with the marketing of all Hillco products.

#### **Primary job duties include but are not limited to:**

- **Content Creation**
  - Develop quality content for multiple blogs per month.
  - Develop quality content for social media platforms.
- **Manage Social Media Platforms**
  - Create consistent posting schedules on multiple platforms.
  - Grow social media footprint.
  - Expand into additional platforms not currently in use.
- **Development, implementation, and execution of all Marketing Programs**
  - Assist in development of all marketing programs from direct mailings to digital campaigns.
  - Assist in customer events (i.e. combine clinics / tradeshow / harvest visits, etc.)

#### **Secondary job duties include but are not limited to:**

- **Advertising & Sponsorships**
  - Assist with evaluating publications and other advertising opportunities
  - Community sponsorship advertising
  - Related Hillco product advertising
- **Apparel**
  - Work with vendor to provide quality Hillco branded apparel and premiums
  - Assist with selection and design of apparel items
  - Provide oversight of orders to ensure timely delivery to our customers
- **Manage Customer Appreciation Program**
  - Manage Customer Survey & Gift programs
  - Selection of premiums
- **Assist with Planning Employee Activities**

- **Other job duties as required or assigned**

**Required Skills / Experience**

- Excellent written and verbal skills with attention to detail.
- Good interpersonal skills with the ability to connect and develop solid working relationships across multiple departments within the organization.
- Strong communication and organizational skills and capability to multi-task and balance demanding workload.
- Manage multiple assignments and priorities while fulfilling all commitments. Accepts new responsibilities and adapts to changes in procedures.
- Proficient with MS Office Suite.
- Valid Driver's License
- Travel may be required.

**Preferred Skills / Experience**

- Marketing Education (Prior work experience in a related field is acceptable)
- A good understanding of agriculture and agriculture equipment is a major plus.
- Photography & Photo Editing Experience
- Video Editing Experience