JOB DESCRIPTION

JOB TITLE: Marketing Support & Administrative Assistant

EMPLOYEE: OPEN

EXEMPT: 
SALARY LEVEL: 
DEPARTMENT: Marketing
REPORTS TO: Finance Manager and Sales Manager

PREPARED BY: Steve Fritz/Suellen Zenker/Mike Dohman
APPROVED BY: DATE: 
P.R.T. REVIEW: DATE:

SUMMARY:
Assist SESVanderHave (SV) and Holly Seed (HS) in coordinating, preparing and delivering marketing materials and products as defined by their respective sales teams. Assist all group Regional Sales Managers (RSM) with meeting preparation and planning activities and assist in brand management activities as required for both the SV and Seedex (SX) Brand in all marketing regions. Work under direction of the acting Sales Manager or General Managers for SV and HS.

Direct front office functions as necessary in coordination with the SV Finance Manager. Manage time to assist staff as necessary with duties to improve efficiencies.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
- Assist the RSM’s in preparing the annual marketing programs in coordination with local advertising agencies.
- Work to prepare an annual catalog of marketing material to be made available to RMS’s to use in their promotion of products and materials.
- Work with the product manager to prepare annual tech sheets, tri-folds and other material and make available as necessary to distribute within respective marketing regions.
- Work with all stake holders to prepare annual ordering forms as necessary, and insure all departments have relative information presented and collected as needed.
- Assist the appropriate staff in planning for dealer meeting, plot tours, and presence at industry events.
- Work with chemical and other suppliers on programs as they relate to sales and marketing. Insure the proper literature and materials are made available to all stakeholders.
- Keep respective grower mailing lists up to date for all marketing areas.
- Assist the Finance Manager as necessary to insure administrative functions are completed in a timely and efficient manner.
- Assist with data entry, data management, accounts payable, report distribution, etc. as directed by the Finance and Sales Managers.
- Coordinate internal and external corporate meetings for the US group. Insure the meeting rooms, travel arrangements, agenda and other aspects of the meeting are all planned and managed appropriately.

QUALIFICATION REQUIREMENTS:
- Marketing background with Agriculture Marketing a plus.
- Proficient with Microsoft Office group of products including PowerPoint, Word, Excel, and Outlook.
- Flexibility to work non-typical hours to assist with evening meetings and shows during specific times of the year.
- Must have a valid driver’s license.
- Excellent written and verbal communication skills are required with the ability to work under pressure and time constraints.
- Ability to work independently. Proven ability to interact well with customers, suppliers, employees and management of all levels to build strategic relationships. Must be able to solve and resolve issues quickly and effectively.
- Experience with graphic design would be helpful.

EDUCATION AND/OR EXPERIENCE:
Four year degree or Associate degree with equivalent work experience in an office environment.

OTHER SKILLS and ABILITIES:
- Able to prepare and give presentations as needed.
- Must be comfortable with computers and equipment, and open to learn new computer software and programs as needed.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Will regularly need to move, lift and store packages in the range of thirty plus pounds for review of boxing graphics and labels.

While performing the duties of this job, the employee is regularly required to work for extended periods of time on a personal computer. Specific vision abilities required by this job include close vision, color vision and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

TRAVEL: Meetings and functions may require travel to various sites during certain times of the year, including functions with and for business partners and industry alliances.