

<b>Job Title:</b>	<b>Brand Marketing Support and Communications Specialist</b>	<b>Base Salary</b>	\$45-55,000.00 Competitive benefit package
<b>Location:</b>	Meristem HQ – Powell, OH	<b>Travel Required:</b>	10-25%
<b>Reports To:</b>	Director of Marketing	<b>Position Type:</b>	Full-time
<b>HR Contact:</b>	Stephanie Graham	<b>Date posted:</b>	October 19, 2021
<b>Applications Accepted By: N/A</b>			
<b>Submit resumes and requests for additional information to:</b> Quinton Keeran   Director of Marketing <a href="mailto:gkeeran@meristemag.com">gkeeran@meristemag.com</a> 740-808-3381		<b>Mail:</b> <b>Corporate Office – Ohio</b> 12 Village Point Drive Powell, Ohio 43065	
<b>Job Description</b>			
<p><b>Overview:</b></p> <p>Meristem Crop Performance is one of the fastest-growing direct-to-farm crop input companies in America. Meristem sources, formulates and delivers high-quality crop inputs to farmers at the least cost possible, at savings up to 30 percent. By helping farmers and local independent agribusinesses make the most of their infrastructure and intellectual property investments, the company improves productivity and creates real economic value by removing waste in the established crop input distribution channel.</p> <p>The Meristem Brand Marketing Support and Communications Specialist role is designed for an experienced communications professional with a familiarity and understanding of agronomy and the inputs farmers purchase and how profits are generated growing corn, soybeans, wheat, cotton, sugar beats and other broad acre crops. Preference will be given to those applicants with both a background in agriculture and experience in brand marketing or communications support roles. The Brand Marketing Support and Communications Specialist will have a sincere interest in supporting the Meristem brand, dealers and branded label partners in generating awareness for a unique and necessary modified-direct business model, in addition to the development and execution of a broad range of go-to-market activities. This position requires a clear understanding of how to operate in a fast-paced start up environment committed to rapid growth. The Brand Marketing Support and Communications Specialist role includes, but is not limited to, the following core accountabilities:</p> <ul style="list-style-type: none"> <li>• Meristem and BLA collateral development</li> <li>• Operation of in-house print shop</li> <li>• Campaign development</li> <li>• Strategic brand marketing support</li> <li>• Communications execution, to include outbound calling</li> <li>• Working knowledge of Meristem product portfolio and corresponding branded label partner portfolios</li> </ul> <p><b>Skills/Capabilities:</b></p> <p><b>The position requires the ability to demonstrate the following practices:</b></p> <ul style="list-style-type: none"> <li>• Professional-level layout and design skills necessary to efficiently produce, edit and maintain a broad portfolio of collateral and sales materials necessary for supporting Meristem, Meristem dealers and branded label partners’ go-to-market activities and communications. Adobe design suite experience required.</li> <li>• Proven ability to replicate collateral across multiple platforms utilizing brand standards</li> <li>• Development and execution of digital marketing tactics to include but not limited to social media, SEO and/or programmatic display</li> <li>• Identification and execution of appropriate tactics supporting overarching campaigns and initiatives</li> </ul>			

- Proven ability to support multiple initiatives simultaneously
- Coordination of sales collateral print production and distribution across Meristem dealer network and various branded label partners, to include both in-house printing and vendor relations

Education and Experience

- B.S. in agriculture, marketing, journalism, communications and/or related field is required
- 2-5 years of experience in marketing/communications or similar field
- 2+ years experience in a production art or brand marketing support role
- Proven track record of managing brands and producing associated collateral and campaign assets

Meristem Crop Performance is an equal opportunity employer.