

Marketing Director | Indiana Crop Improvement Association | Lafayette, IN

Indiana Crop Improvement Association ([ICIA](#)) has been an industry leader in seed certification, seed quality testing, genetic testing, and research for more than 120 years. ICIA is a non-profit, self-supporting agency that exists to provide services to member customers in the seed, grain, food, and related industries. At ICIA, uncompromised quality and customer service are our top priorities. We offer our employees premium health, life and long-term disability insurances, generous retirement matching contribution, paid vacation, and sick leave allowances.

JOB SUMMARY

Reporting to the CEO, the Marketing Director will be responsible for the continual development and implementation of our overall marketing strategy. This includes managing the development of our communications strategy, digital and social media strategy, creating and implementing marketing campaigns, overseeing the company's brand identity, driving revenue growth through effective marketing initiatives, and supporting the leadership team in new business development and their long-range business objectives.

The ideal candidate will have excellent leadership skills, be a creative and strategic thinker, and have a track record of successful marketing campaigns. This person will be instrumental in helping ICIA maintain and expand services to existing clients as well as seek and retain new customers. This is a full-time, exempt position.

DUTIES & RESPONSIBILITIES

- Create and execute the comprehensive marketing strategy that supports the overall business objectives and help drive revenue growth
- Oversee the development and execution of all marketing campaigns, including digital and social media, advertising, public relations, events, and content marketing
- Lead the development of a communications strategy that includes messaging, branding, and positioning for the company and its services
- Collaborate with the leadership team to support new business development initiatives and to ensure marketing efforts align with corporate goals
- Support leadership team with data-driven insights to design and optimize marketing campaigns that identify opportunities for growth and differentiation
- Mentor customer facing colleagues to enhance their skillset and to ensure they are contributing to the overall success of the business
- Build relationships with external vendors and partners for access to the latest tools and technology
- Conduct market research and analysis to identify target audiences, market trends, and competitor activity
- Manage the company's brand identity and ensure brand consistency across all marketing materials
- Develop marketing budgets and allocate resources to different marketing initiatives
- Coordinate with external agencies and vendors to ensure marketing campaigns are executed on time and on budget

- Create and manage timelines for marketing campaigns and ensure deadlines are met
- Develop and manage email marketing campaigns, including newsletters and promotional emails
- Oversee the creation of marketing collateral, such as brochures, sales sheets, and presentations
- Monitor and report on the effectiveness of marketing campaigns, using metrics such as promoter scores, conversion rates, and engagement rates
- Manage the company's social media presence including ensuring the website is dynamic and well-maintained, creating and curating content, responding to customer inquiries, and analyzing engagement metrics
- Measure and report on the effectiveness of marketing campaigns, using data to continually improve and optimize marketing strategies
- Work with the content team to develop engaging and informative blog posts, white papers, case studies, and other thought leadership content
- Coordinate with the events team to plan and execute trade shows, conferences, and other industry events
- Conduct regular meetings with the leadership team to review marketing performance and discuss strategic initiatives.

QUALIFICATIONS AND REQUIREMENTS

- Bachelor's degree in marketing, business, or a related field
- 8+ years of experience in marketing, with at least 3 years in a leadership role
- Proven track record of developing and implementing successful marketing strategies and campaigns
- Strong understanding of digital and social media marketing best practices
- Excellent leadership and management skills, with the ability to mentor others
- Strong analytical skills and experience using data to drive decision-making
- Excellent communication and presentation skills, with the ability to effectively articulate marketing plans and strategies to internal and external stakeholders.
- Must be a US Citizen or Permanent Resident

Interested candidates should submit their resume to HR@indianacrop.org