

Marketing Specialist

Description

A marketing specialist ensures that the appropriate communication messages and mediums are used to meet sales targets. They oversee the promotion of a company's or client's products or services, including the marketing of existing or new products or services. Additionally, they work with suppliers on training/education, pricing, inventory management, quality of communication pieces, reporting, trade shows coordination and more.

Education/Training Requirements

- Bachelor's degree in Agricultural Business, Business Administration, Communications, Education, Journalism, or Marketing (required)

Recommended High School Coursework

- Agriculture Education
- Science
- Mathematics

Common Responsibilities

- Plan, develop and direct distribution of product
- Develop and execute marketing programs
- Develop a marketing strategy for the organization
- Be responsible for internal and external communications
- Coordinate and execute special events
- Work with suppliers to ensure distribution programs
- Create incentive programs for sales people and suppliers
- Monitor brand performance and use information gained to recommend actions
- Provide financial analysis and business planning
- Develop a marketing budget and adhere to outlined expenses
- Work with all other functions of the business to carry out business goals

Typical Employers

Employers may include seed, feed, fuel, fertilizer, plant, animal pharmaceuticals and equipment companies as well as advertising agencies. There are also opportunities for self-employment.

Additional Resources

[American Agricultural Editors Association](#)
[National Agri-Marketing Association](#)
[National Association of Farm Broadcasting](#)
[North American Agricultural Journalists](#)