



POSITION OPENING

Position: Marketing Assistant

Location: Hybrid in Fresno, CA

Areas of Responsibility:

Fresno Madera Farm Credit is looking for a creative, driven, and detail-oriented Marketing Assistant to join our fast-paced and collaborative Marketing Department. This is a fantastic opportunity for a communications or marketing professional eager to make a difference in the agricultural finance industry while developing content and campaigns that truly engage.

As a Marketing Assistant, you'll play a key role in crafting multi-channel communications—spanning social media, graphic and web design, email campaigns, newsletters, internal and external events, and more. You will ensure consistent brand messaging and help amplify FMFC's visibility and mission across the region.

Essential Responsibilities:

Social Media

- Write post text, design graphics, and take photos and short videos to use in social media posts.
- Utilize online tools including Trello to schedule content in advance, targeted to FMFC demographics and aligned with association mission, vision, values, planned campaigns and strategic objectives.
- Maintain our consistent posting schedule and the diversity of posts from different content areas.
- Stay current on news and information regarding the agricultural industry in California's Central Valley, as well as the Farm Credit System, and the specific commodities of the FMFC members.
- Use platform tools to compile quarterly reports that illustrate FMFC's social media reach, impressions, engagement, social sentiment, and top posts, plus any new trends or insights. Also, compile year-over-year comparisons to display growth over time.

Website & Search Engine Optimization

- Conduct regular website content updates using SiteCore (i.e., adding or removing posts, photos, copy, layout, etc.)
- Assist with the re-design of website content and copy, as needed, with a focus on SEO, mission, vision, values, and strategic objectives to deliver a better member experience on the website.
- Use GA4 analytics to create quarterly website traffic reports showing year-over-year results.

Employee Events & Community Service

- Assist with all internal event planning elements including, but not limited to, scheduling, ordering supplies or catering, interviewing and confirming vendors, setting up, staffing, and cleaning up.

Gift Programs & Marketing Promotional Giveaways

- Keep accurate inventory of all promotional items, research and suggest new and modern items, and submit requests to management when inventory is low.
- Ensure promo items support the public relations strategies, integrate Association brand awareness and show appreciation for staff and members.

Employee Newsfeed

- Assist with updates to employee newsfeed by gathering information, submitting topic ideas for articles, tracking industry topics and trends to include, writing copy, and uploading content.
- Design and layout newsfeed content on FMFC Insider SharePoint site. Create graphics, edit photos, and compile all elements into the final publication following established procedures and review checklists.
- Review survey responses and SharePoint analytics to compile quarterly reports that illustrate staff use and engagement of the newsfeed.

Member Newsletters (Email & Web)

- Assist with preparation of member newsletters by gathering information, submitting topic ideas for articles, tracking industry topics and trends to include, writing content, and preparing for publication.
- Design and layout email newsletter content using Mailjet email service. Create graphics, edit photos, and compile all elements into the final publication.
- Design and layout web version of newsletter using Canva template and, upon approval, upload to website.
- Track email analytics in Mailjet to report on success of campaigns using metrics such as open rate, click through rate, and more.



Member Events

- Assist with all event planning elements including, but not limited to, scheduling, ordering supplies, interviewing and confirming vendors, designing table elements and décor, setting up for event, staffing, and cleaning up.
Design surveys to measure member satisfaction and feedback. Use feedback to inform decisions for future events.

PR Events

- Maintain a comprehensive list of public relations events across the ag community to support FMFC brand visibility and community engagement goals.
- Update website calendar and internal PR events calendar use to register employee attendance at PR events.
- Register employees for volunteered events, book travel arrangements, send out calendar holds and post-event surveys.
- Track survey responses for attended events and compile quarterly PR event reports for management to illustrate attendance of FMFC staff at industry events.

Association Publications

- Design and develop templates, covers, and layouts for association publications—including but not limited to the annual report, monthly statement artwork, quarterly financial statements, event invitations, director election materials, and corporate plan covers—ensuring visual cohesion through consistent design elements, color schemes, and themes across all publications within the calendar year.

Knowledge, Skills, and Abilities:

- Working knowledge in public relations, advertising, and journalism
- Working knowledge of journalistic writing with excellent spelling, grammar, and punctuation to create clear, concise, inclusive, and engaging content for diverse audiences
- Working knowledge in graphic design using InDesign, Canva, or similar design software
- Working knowledge in website content management
- Skilled in establishing and maintaining relationships with a variety of internal and external organizations and individuals to advance the organization's interests and increase personal efficacy
- Skilled in planning, logistics, budget, operations, and execution of events with high attention to detail
- Skilled in utilizing a systematic approach to organization and problem solving
- Skilled in organizing material and information in a systematic way to optimize efficiency
- Experience with project management software such as Trello, Basecamp, or similar preferred
- Skilled in utilizing Microsoft Word, Excel, PowerPoint, Outlook, Teams and Notes to increase efficiency and effectiveness



- Skilled in developing newsletters, presentations and/or other communication materials
- Skilled in making sound decisions within delegated authority and time pressure
- Skilled in managing social media marketing
- Oral and written communication skills sufficient to discuss a variety of job-related topics, and to effectively communicate complex topics to a variety of audiences

Minimum Qualifications:

- 2 years of experience in social media management, email marketing, and event planning;
- Or an equivalent combination of education and experience sufficient to perform the essential functions of the job;
- Bachelor's degree in event planning, business, public relations, marketing, journalism or related field

Certifications:

- Google Analytics 4 certification preferred
- Meta Business Suite certification preferred

Physical Requirements:

- Positions in this class typically require keying, talking, hearing, seeing, and repetitive motions.
- Sedentary Work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally, and other sedentary criteria are met.
- The employee is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer screen; and/or extensive reading.

Applicants must be authorized to work for any employer in the U.S. We are unable to sponsor or take over sponsorship of an employment Visa at this time.

ABOUT US

Established in 1917, Fresno Madera Farm Credit, headquartered in Fresno, provides quality credit and financial services in California's Central Valley. Our mission is to provide access to credit and related services to farmers and ranchers in our region. As an efficient organization, FMFC delivers quality service with people that are passionate about creating the best possible customer experience for the generations of farmers and ranchers that we proudly



serve. Fresno Madera Farm Credit offers competitive compensation packages and excellent benefit programs. We have a team-driven, performance-focused culture, with a strong focus on customer service, and fulfilling our mission to agriculture.

Salary: DOE

Minimum \$56,654 – Maximum \$68,850

Visit www.fmfarmcredit.com for more information about the California Consumer Privacy Act.

Submit resume for review by email to HRDept@fmfarmcredit.com.

Application deadline: Tuesday, June 24th, 2025. Only applications received by this date will be reviewed and considered.

