



## POSITION OPENING

**POSITION: Marketing Assistant**

**Location: Fresno, CA**

### 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.

### JOB DESCRIPTION

Fresno Madera Farm Credit is searching for a self-motivated highly driven individual to join our fast-paced team environment. The Marketing Assistant is responsible for assisting with the design, creation, and implementation of various Marketing projects, the coordination of public relations events and employee activity programs, and maintaining the inventory levels of promotional gifts for members and staff. In this role, the Marketing Assistant will assist with innovative campaigns via social media, email, web, and other mediums; plan and coordinate events for both staff and FMFC members; and create content for member and staff communications. Responsibilities:

1. Support the planning and execution of all FMFC events including member events, staff events, conferences, trade shows, and community service projects.
2. Manage inventory of all promotional items as well as staff and member gifts and submit orders to management to ensure adequate stock levels. Make suggestions for new items, as needed.
3. Assist with outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization, and content development and aggregation.
4. Work with the marketing manager to develop innovative and engaging marketing campaigns for social media, email, and web, employing robust data and trends.
5. Conduct market research and statistical analysis to identify customer trends, competitor offerings and demographic data, and compile reports which can be distributed to management and FMFC leadership team.
6. Develop branding ideas, graphic designs, promotional materials, and advertising copy. Assist with enforcement of branding guidelines among all internal staff.
7. Assist in the preparation of employee and member newsletters by writing copy, creating graphics, building layouts, and making edits requested by management.
8. Research new and effective marketing and promotional channels, including new media platforms to be used to relay product messages to our customers, and present them as opportunities to management for review.
9. Investigate the performance of the company's marketing campaigns and strategies through evaluating key performance metrics.
10. As directed, support the Relationship Management team with establishing and maintaining relationships with new and existing clients through networking and prospecting via email, social media, events, and more.





11. Utilize online tools to schedule out content strategically targeted to FMFC member demographics and aligned with current campaigns and objectives.
12. 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.
13. Solicit feedback from management, members, and prospective members about the effectiveness of our campaigns, member's experience with our staff, and the organization as a whole. Disseminate findings to management and suggest changes to processes to improve those ratings.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

1. Outstanding customer service skills to promote and support a service-oriented culture.
2. Social media expertise regarding Facebook, Instagram, Twitter, LinkedIn, including current trends (i.e., Facebook and Instagram Stories, dynamic video content, etc.).
3. Demonstrate exceptional writing and grammar skills including the ability to write blogs, technical documents, social media content, and presentations, with the highest level of attention to proper spelling, sentence structure, punctuation, tone, and style.
4. Possess a keen eye for design including graphic design, photography, video, and event staging.
5. Experience with Trello, Basecamp, Microsoft Project, or similar project organization platforms.
6. Advanced knowledge of Microsoft Office suite including Microsoft Word, PowerPoint, and Excel.
7. Google Analytics, Google Ads (including dynamic search ads), Google Trends, and Google Data Studio experience.
8. Adobe InDesign, Canva, or similar graphic design software.
9. Basic website content management systems, including but not limited to making updates to copy and images, improving SEO, and publishing new content.
10. Photography and photo editing, especially event photography.
11. Basic video production and editing, especially social media and website video content.
12. Possess the ability to work in both independent and collaborative environments, effectively multitask, and complete tasks on time or ahead of schedule.

### **MINIMUM QUALIFICATIONS**

- ❖ At least 2 years' experience in social media management, email development, and event planning.
- ❖ Bachelor's degree in Business, Public Relations, Marketing, Journalism, or related field; OR an equivalent combination of education and experience sufficient to perform the essential functions of the job.

**To be considered for this position, please send a resume to [676HRDept@fmfarmcredit.com](mailto:676HRDept@fmfarmcredit.com). If you have any questions, please contact Christi Divine at (559) 277-7000.**

**DISTRIBUTION: External Posting**  
**FINAL FILING DATE Open until filled.**

**DATE: January 7, 2022**

Visit [www.fmfarmcredit.com](http://www.fmfarmcredit.com) for more information about the California Consumer Privacy Act.

