

PURPOSE

The Marketing Director is responsible for guiding the development, implementation and execution of the brand strategy and the annual marketing plan for Wyffels Hybrids to enable profitable business growth and long-term value building through differentiation.

DIMENTION/FUNCTION

The Marketing Director reports to the Vice President of Sales and Marketing

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead development and execution of marketing strategy and annual marketing plan, including development and execution of advertising, communications, and public relationship campaigns. Lead production of content that is “on brand” and capable of strengthening brand position in market, including segmented and specific customer tactics.
- As the steward of the Wyffels brand, works with the leadership team to clarify and refine the brand strategy and the resulting brand position for Wyffels Hybrids.
- Builds and maintains a deep understanding of the current Wyffels product and service offerings. Deliver product and service offerings to customers that enables Wyffels to further differentiate its customer value proposition and build long term value for the company.
- Build broad connections with distribution network and customer base to remain grounded in the business.
- Enables deep organizational understanding of market, go-to-market and customer analytics and trends through comprehensive use of market research and analytical tools.
- Invests time and energy to build broad connections with our distribution network and customer base to remain grounded in the business.
- Lead monitoring and understanding of competitors, offerings, and market conditions to properly assess Wyffels competitive position in the marketplace.
- Effectively tracks marketing campaigns and results, taking corrective action to ensure achievement of marketing objectives within agreed budgets.
- Work closely with the Business Unit managers to assess the strength of it chosen channel-to-market. Utilize performance metrics to focus on efforts and build upon the go-to-market strategy to strengthen selected channels.
- Actively engages as a member of the company leadership team, effectively representing marketing, and stretching beyond the boundaries of the defined role, leveraging knowledge and experience to better the overall business.
- Builds, leads, develops and inspires a highly effective marketing team by leveraging strengths, mitigating weaknesses and spreading accountability.
- Prioritizes professional and technical development of self and team.

QUALIFICATIONS

- Bachelor’s degree in Agricultural Business, Marketing or related field
- At least 15 years’ progressive commercial leadership experience, including at least 7 years in a marketing department
- Field sales experience preferred

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

- Deep understanding of marketing concepts that drive the business
- Demonstrated competencies in building marketing strategies, plans, and campaigns that impact the business
- Ability to be highly interactive with the commercial sales organization, garnering feedback and insight
- Team oriented person who is effective at leading and managing a team
- Works effectively cross functionally to ensure a unified approach to brand positioning
- Outstanding communication and interpersonal skills
- Flexibility to adapt to changing business needs
- Values aligned with the Wyffels organization
- Keen sense of changing market dynamics
- Established relationships with media and key stakeholders to ensure Wyffels is well understood and represented correctly in the market
- Strong Leadership Qualities: Integrity, Inspiring, Humility, Self-confidence, Empowering, Collaborative, Communicative, Passionate, Authentic, Accountable

PHYSICAL REQUIREMENTS:

Type of Activity	Description of activity or where activity is performed	Frequency
Sitting	At desk	Frequently
Talking/Hearing	Voice communication with customer & co-workers	Daily
Typing/Writing	Type & enter data into computer, complete paper work and forms, take notes, send electronic mail	Daily

WORK ENVIRONMENT

This position is located in Geneseo, IL. This is primarily an office position, but may occasionally travel within the geographic location of the business to attend meetings.