

## **PURPOSE**

To lead the overall public relations, website and content marketing strategy at Wyffels Hybrids, Inc.

## **DIMENSION/FUNCTION**

The PR, Digital and Content Manager oversees all public relations activities and marketing content initiatives, across multiple platforms and formats, to drive sales, engagement, retention, leads, and positive customer behavior. This position has no direct reports. However, several marketing department personnel may, at times, take instruction and direction from the PR, Digital and Content Manager. This position will require some budgetary responsibility, and potentially some management of external agency resources.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Note that list is not all inclusive and may be expanded to include other responsibilities as management may deem necessary from time to time.

- Develop and execute an effective public relations strategy to meet the business objectives within schedule and budget.
- Establish a media relations strategy, seeking high-level placements in print, broadcast and online media. Leverage existing media relationships and cultivate new contacts within industry media.
- Concept, write and publish press releases, newsletters, ads, blogs, and other digital and print materials, that resonates with the Company's target market.
- Develop a cohesive strategy for and between the Company website, social media and other digital resources and media.
- Keep the Company website vital through constantly fresh and current content and design.
- Use marketplace insights to develop written and visual content that engages customers and prospects.
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice.
- Respond to messages, comments, and mentions on all platforms.
- Manage media inquiries and interview requests.
- Collaborate with sales professionals, external vendors, and industry experts to produce relevant content that meets the needs of both internal audiences and external customers and prospects.
- Conduct periodic competitive audits.
- Maintain an understanding of industry trends affecting customers and make appropriate recommendations regarding communication strategy surrounding them.
- Assist with event planning, including working with vendors, event coordinators, and design teams for on-site collateral.
- Prepare annual tactic plan, utilizing department and company strategies to guide and focus ideas. And a monthly status update to communicate and document progress.

## **QUALIFICATIONS**

- BA/MA degree in Marketing, Advertising, Communications, or a related discipline.
- Minimum of 5-7 years of experience in public relations, corporate communications, website development and content marketing.
- Strong relationships with industry media outlets.
- Agricultural background preferred.

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

- Proven track record designing and executing successful public relations campaigns.
- Proficiency in creating, editing, and promoting written, visual, and digital content.
- Ability to develop content consistent with the Company's brand voice, style and tone.

- Understanding of the top media channels in the industry, which content and approaches work on each, and why. Possess positive existing relationships with key editors and/or broadcasters.
- Knowledge of common website CMS systems, and ability to create strategy for digital assets.
- Clear articulation of the business goal behind the creation of a piece of content.
- Ability to manage a set of goals involving diverse contributors and content types.
- Outstanding writing and editing skills.
- Proficiency in Microsoft Office.
- Ability to interpret technical information and translate it to simple, effective communications.
- Ability to synthesize complex information and situations to develop clear solutions and recommendations.
- Ability to manage multiple complex projects simultaneously.

**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 is primarily an office position, but may occasionally travel within the geographic location of the business to attend meetings, media or industry conferences, and events.

# PR, Digital and Content Manager Job Description

I understand the job description reflects the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.

I have reviewed and understand this Job Description. I agree to perform these tasks and others as assigned by Wyffels Hybrids, Inc. management to the best of my abilities.

I acknowledge that Wyffels Hybrids, Inc. retains the right to change the Job Description as it deems necessary.

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Employee Signature

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Date