

ANGUS

THE BUSINESS BREED

POSITION POSTING

The American Angus Association is seeking full-time candidates for an experienced and well-organized **Digital Coordinator & Graphic Artist** to provide social media, graphic design, and digital marketing support for Angus Media. The successful candidate will perform a variety of integrated social, digital, and print marketing functions as well as administrative tasks for Angus Media as needed.

POSITION RESPONSIBILITIES:

- Build and execute internal and external social media strategy across multiple social platforms
- Create and design various internal and external digital material for social and digital advertising campaigns
- Collaborate with multiple departments, client types, regional managers, sale managers, and agencies to build and execute digital marketing campaigns
- Present digital marketing services and/or campaign results to internal staff and clients
- Inquire on client goals, offering and target audience to build personalized advertising campaigns
- Program internal and external campaigns across multiple digital advertising platforms
- Closely monitor, analyze, and optimize campaigns
- Accurately update internal documentation for each client in a timely manner
- Research innovative ideas to improve customer experience and further optimize advertising strategies
- Quickly problem solve with strong customer service
- Stay up to date with ongoing digital advertising platform trainings
- Perform other related duties as assigned

REQUIREMENTS:

- Proven experience creating social media content for multiple social platforms that increases engagement and following
- Ability to build custom and innovative digital marketing strategies for each client
- Strong organization skills, with the ability to multitask and handle multiple client types and digital campaigns across multiple advertising platforms
- Ability to work in a fast-paced environment with short deadlines
- Strong attention to detail to create, program, analyze and report on each campaign without error
- Strong understanding of digital analytics for reporting and optimization
- Knowledge of MS Office, Google Analytics, Data Studio, Google Ads, Google Ads Manager, Facebook Insights, Facebook Ads, MailChimp, and ActiveCampaign
- Knowledge of layouts, graphic fundamentals, typography, print and the web
- Knowledge of Adobe PhotoShop, Illustrator, Sketch, InDesign, and other graphic design software
- A team player with outstanding verbal and written communication skills
- Local candidates are preferred, but remote candidates with significant industry experience will also be considered

EDUCATION/EXPERIENCE:

- Bachelor's degree in marketing, advertising, business administration or relevant field, or equivalent work experience preferred
- An agriculture background, in the beef industry, is preferred

Employees of the Association enjoy a strong benefits package including medical insurance, dental insurance, vision coverage, life and disability insurance and a 401K. Personal Time Off (PTO) is also included.

If you are interested, please submit a cover letter, resume and salary requirements to careers@angus.org.

The American Angus Association is the nation's largest beef breed registry with nearly 25,000 adult and junior members. The Association's goal is to serve the beef cattle industry, and to increase the production of consistent, high quality beef that will better satisfy consumers throughout the world. The Association is comprised of the parent company, the American Angus Association located in St. Joseph, MO, along with its four subsidiaries: Angus Genetics Inc., Angus Productions Inc., Certified Angus Beef LLC and the Angus Foundation. The American Angus Association is an EOE.