

## FARM – Farm and Ranch Media

Agriculture of America, American Ag Network, Market Talk and Dakota News Network  
Digital Specialist / Content Creator

### Qualifications

- Bachelor's degree in marketing, communication, digital media or relevant field
- 3 years recent proven work experience in digital media creation
- Expertise with Photoshop, Final Cut Pro, Premiere Pro, or other media editing software
- General knowledge of agriculture preferred but not required
- Excellent time management and project management skills
- Strong command of visual communication principles
- Experience in video and photography
- Strong verbal and written communication skills
- Ability to multi-task and meet tight deadlines
- Three samples of digital advertising and/or videos

### Responsibilities

- Design digital media assets aligned with network goals
- Coordinate creation of digital content (ads, videos, social media, website, etc.)
- Manage end-to-end digital projects
- Promote all our networks web/social media presence to boost brand awareness
- Help ensure brand consistency through promotion and social media
- Suggest and implement new digital marketing methods to increase awareness
- Monitor and track effectiveness of digital campaigns and suggest ways to adjust to improve engagement for our clients
- Stay up-to-date with digital media trends
- Candidates will be asked to provide digital content as needed. The right candidate will be trained, if necessary, to meet these requirements
- Work with sales on behalf of network clients to put together digital plans. These plans will be on our platforms as well as campaigns with google ad words and determined company to provide programmatic campaigns.
- Minor travel will be required to attend and cover various events throughout the region and us, mainly to trade shows. This will include gathering video and photo content for our clients.

Please submit resume to [brecki@americanagnetwork.com](mailto:brecki@americanagnetwork.com)