

**Job Title:** Marketing Specialist

**Company:** Stratovation Group LLC

**Location:** Powell, Ohio

**Job Type:** On-site

**About Stratovation Group LLC:** Stratovation Group LLC is a leading research, consulting, and marketing agency specializing in serving companies and organizations in the agri-food value chain. We work with a diverse range of clients, including Fortune 500 companies, to drive innovation, growth, and competitive advantage for our clients. Our commitment to excellence and innovation is at the core of everything we do.

**Job Summary:** As a Marketing Specialist at Stratovation Group LLC, you will play a pivotal role in supporting marketing efforts for one of our top clients, Meristem Crop Performance, with a focus on product support, marketing support, analytics, and web support. Your expertise in agriculture will be crucial in understanding and meeting the unique needs of our client. This position requires a minimum of 2 years of relevant marketing experience, prior agency experience is a bonus. The ideal candidate has the ability to multitask in a fast-paced environment and the willingness to be flexible and adapt to changing project needs.

#### **Key Responsibilities:**

- **Product Support:** Assist in developing and executing product marketing strategies, including product launches, positioning, and messaging for Meristem Crop Performance.
- **Marketing Support:** Collaborate with cross-functional teams to support various marketing initiatives, such as content creation, campaigns, and events.
- **Analytics:** Collect, analyze, and report on marketing performance data. Provide weekly insights and recommendations to optimize marketing efforts.
- **Web Support:** Maintain and update the client's website, ensuring content accuracy and alignment with marketing objectives.
- **Sales team and Dealer Support:** Provide marketing and sales support assets for Meristem Crop Performance's sales team and dealer network.
- **Agricultural Expertise:** Leverage your deep knowledge of the agricultural industry to understand client needs and contribute to effective marketing strategies.
- **Client Collaboration:** Work closely with the client to understand their goals, provide marketing expertise, and build strong client relationships.
- **In-Person Role:** This position is based in Powell, Ohio, and requires regular in-person presence for client meetings and collaboration.

#### **Qualifications:**

- Bachelor's degree in marketing, agricultural communication, or a related field.
- Minimum of 2 years of marketing experience, with a preference for prior agency experience.
- Strong agricultural background and industry knowledge.
- Proficiency in Adobe Creative Cloud

- Proficiency in marketing analytics tools and platforms.
- Experience with website content management systems (CMS), specifically WordPress
- Excellent written and verbal communication skills.
- Detail-oriented with strong organizational skills.
- Ability to work collaboratively in a fast-paced environment.

**Benefits:**

- Competitive salary and performance-based bonuses.
- Health, dental, and vision insurance.
- Professional development opportunities.
- A supportive and collaborative work environment.
- Opportunities for career advancement.
- Exposure to cutting-edge agricultural projects and clients.

If you are a talented Marketing Specialist with a passion for agriculture, strong attention to detail, and prior agency experience, we invite you to apply for this position at Stratovation Group LLC. Join us in making a meaningful impact on our client's success.

**Application Instructions:** Interested candidates are encouraged to submit their resume to [Cam@StratovationGroup.com](mailto:Cam@StratovationGroup.com). Please include "Marketing Specialist" in the subject line of your email.

*Stratovation Group LLC is an equal opportunity employer. We welcome applicants with diverse agricultural backgrounds and experiences.*