



Ioway Farms' Wanyi Grass-Fed Cattle Company

Specialty Meat Marketing Representative

Identifying and attracting new customers as part of the Value-Added Producer Grant (VAPG) will require Ioway Farms to seek the services of a dedicated specialty-meat marketing representative. This marketing representative will be hired on a part time basis in the first year of the grant period and progress to full time employment by year three as their training, provided by Taste Profit, advances. This position not only serves to bolster the Ioway Farms work force, but will also ensure the continued success of the value-added product beyond the grant period.

Roles and Responsibilities:

The Specialty-Meat Marketing Representative will be expected to fully and faithfully execute all tasks laid out in the accompanying grant narrative. Specifically, this hire will be responsible for:

- Coordinating social media, e-mail, and e-commerce marketing content
- Identifying and attracting new customers
- Work alongside Taste Profit
- Establishing branding and content voice for online, social media, and email marketing campaigns in coordination with Taste Profit
- Blogging (one blog per month)
- Establishing the Grazecart and other ecommerce platforms for the newly developed online sales strategy
- Being available for and actively participate in attending local and regional farmer's markets for direct marketing
- Developing a promotions/blog/social media content schedule integrated with a promotional calendar for ecommerce
- Expanding and/or diversifying product lines
- Analyzing market trends
- Launching sales strategies for new product lines
- Launching marketing campaigns
- Reviewing and refining sales and marketing efforts

Qualifications, Capabilities, and Experience:

Minimum qualifications for this position include:

- Excellent communication skills, both written and verbal
- Advanced skills in Microsoft Office (Word and Excel) and Google GSuite (Docs and Sheets)
- Ability to prioritize and manage multiple projects under a changing sales environment.
- Ability to analyze prior programs to pull information from customers to determine and build upon their needs.
- Bachelor's degree (B.A.) from a four-year college or university or four to six years of related experience and/or training or equivalent combination of education and experience.

Preferred qualifications for this position include:

- 2 – 3 years' industry experience in marketing, social media, customer service, business-to-business marketing, or comparable experience.
- Food service marketing background.
- Copywriting interest and experience.
- Strong knowledge of social media best practices as well as the social media and marketing landscape with respect to food and food marketing
- Experience using data and metrics to measure impact and determine improvements
- Experience with the hands-on creation of multimedia content for social media networks