

## Marketing Executive

### About AG Products

AG Products are an agricultural engineering and livestock bedding company based in Knutsford, Cheshire in the United Kingdom.

Innovation is at the heart of AG Products and the company has invested heavily in research and development to keep pace with developments in dairy and poultry farming. The company has recently launched its DUO model, a self-propelled bedding dispenser and cubicle brush that is fully rechargeable to help reduce farmers carbon footprint.

With exciting product launches in the pipeline and having recently been awarded significant government funding in partnership with Liverpool University towards the development of an autonomous cow cubicle bedding unit, AG Products is at the start of an exciting period of growth and is currently seeking a Marketing executive to join their team.

### About the role

As our Marketing Executive you will assist with the design and publication of digital and traditional marketing content, engage with external agencies when required and play a key role in the planning, organisation and attendance at agricultural shows and exhibitions.

Ideally from an agricultural background you will bring creative flair, attention to detail and be a savvy social media operator to help drive awareness of AG Products and its approved dealer network.

This is a fast-paced role with many variables and as such an eye for detail, planning and organisational skills are prerequisite for the successful candidate.

### Main Responsibilities

- Manage Social media accounts to maximise engagement.
- Press outreach, accolade and awards, influencers to generate brand awareness.
- Build customer success stories and other marketing collateral.
- Design and manage marketing campaigns for the business range of products.
- Apply content through media channels and CRM.
- Manage / Plan and report on marketing campaigns.
- Assist with the design of brochures and other web based promotional material.
- Produce video content for both marketing and support purposes.
- E-commerce development and management and deployment of relevant strategies.
- Utilise all marketing methodologies to meet customer expectations.
- Engage with social media followers.
- Take a data driven approach to provide scalable marketing solutions.
- Business planning and & Support with industry events.
- Communicate internally and externally for business requirements.
- Attend a weekly meeting with the sales director.

### Entry requirements

Candidates for the Digital Marketing Degree Apprenticeship should have a minimum of 104 points at A2 (grades BCC) or an equivalent, eg BTEC DMM.

### Salary & Benefits

£18-22,000 basic salary.

Pension.

28 days annual leave.

Fully expensed travel & subsistence.

Working hours Monday to Friday 8am to 5.15pm.

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