

## Creative Media Specialist / Job Description

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CornerPost Marketing Communications, a creative agricultural-based marketing and communications agency located in Fort Dodge, Iowa, is seeking a Creative Media Specialist to collaboratively bring strategic marketing visions to life through a creative lens some of the best clients in the ag industry.

This team position, based in the Fort Dodge, Iowa, office is not just a typical agency position, instead, it is the opportunity for a solution-seeker and leader with creative marketing and strong communication skills to excel in a fun, pro-team environment. In this role, you will own creation of visual and written messaging for a variety of marketing assets and be able to visually convey a particular message, idea or concept. You will work with a variety of clients and in-house client teams to understand project goals and handle the conception and execution of content and design through your knowledge of and proficiency with current graphic design programs, copywriting and content planning, and ability to produce visual materials for promotions, publications, social, advertisements, websites and other media.

The role may at times require project coordination and the management of internal teams, outside services and timelines, but will also play an active role in the creative and strategic fulfillment for client projects. The position will require a strong understanding of, and involvement in, the agriculture industry and how best to deliver messages across multiple platforms and outlets.

To succeed in this role, the right person must be able to anticipate obstacles and have a sense of initiative, urgency and grit. Being able to address clients' concerns and feedback and deliver completed projects by deadline is essential in this role, while also balancing that of multiple projects or clients. They must have attention to detail and organizational skills that ensure nothing slips under the radar.

We creatively solve challenges.

We never stop learning.

We are passionate about agriculture.

### Key Responsibilities:

- Responsible for the design and development of high-impact, visually engaging communications and marketing materials
  - Seek to fully understand the goals of clients and campaign strategies and interpret them visually and through written word, while maintaining the importance of the brand and working within established standards.
- Craft compelling written and visual content including blogs, email blasts, and promotion across a variety of media platforms; partner with other designers and creative team to fulfill creative assets and projects
- Assist with all aspects of project development, including research, partner due diligence, and project design
  - Participate in the development of project strategic planning and maintain detailed project communications and record keeping
  - Assist with project budget development and tracking where applicable

- Amplify the impact of the projects through resourceful, creative and collaborative teaming
- Work collaboratively with the client teams in the development of on- and off-line media, including production and development of interactive media, audio, video and photography.
- Coordinate creative direction with design team or self to develop high-quality marketing assets that drive results.
- Execute and advance agricultural knowledge through written and visual content that aligns with targeted audience and project objectives.
- Support web services in the development of creative assets and/or content
- Create standardization and templates of visual assets to promote a consistent brand identity across the company
- Remain agile and able to meet quick timelines on multiple projects at once, while at the same time adhering to brand standards and not compromising quality
- Day-to-day management of programs and projects, including daily communication with client teams to provide project updates, organize client feedback and management timelines
- Aggressively seek to explore new platforms and knowledge to expand creative marketing opportunities such as tools, vendor partners and methods.
  - Understand emerging tools and multimedia technology; learn the application of such tools and share regularly with the team.
- Must be able to work in a team environment, and add to the company culture with creativity, enthusiasm and passion.
- As needed, build and maintain the agency's marketing and business development efforts.
- Develop deep knowledge of entire client portfolio and actively pursue new opportunities.

Requirements:

- Degree in marketing, communications or a related field
- Proven professional success in marketing, advertising, graphic design
- Highly creative with self-motivation, great collaboration and innovative thinking
- Fluency in standard visual design software tools- specifically Adobe Creative Suite
- An innovator and creative that possesses strong analytical skills and ability for objective, quick decision-making
- A self-starter with a drive for success and ability to tackle whatever needs to get done
- Consistent track record of on-time project delivery
- Up to date with the latest trends and best practices in marketing and design
- Strong written and verbal communication skills
- Knowledge and use of WordPress, Squarespace and landing page design a plus
- Must be able to work with our team in the Fort Dodge, IA office.

Not Required, But Highly Desired

- Agricultural knowledge and passion
- Previous client services/relations experience

Compensation & Benefits

- + competitive salary
- + group health insurance options- percentage covered by employer
- + dental and vision insurance coverage
- + cell phone stipend
- + flexible PTO/paid holidays
- +401(k) program to begin in 2021
- + Work hard + Play hard & purpose-driven team culture**

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