

## Agriculture Content Writer / Job Description

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CornerPost Marketing, a creative agricultural-based marketing and communications agency based in Fort Dodge, Iowa, is growing their team and client roster. They are seeking an Agriculture Content Writer to articulate the message of some of the best clients in the agriculture industry.

We are seeking a creative and detail-oriented Content Writer to develop content for print, digital, and social media platforms on agriculture topics and products. You will collaborate with our editorial and account teams to develop publication content, write copy for sales materials and marketing communications projects, create blog posts and engaging content for social media, develop email marketing copy, and support media and industry relations with releases. The Content Writer will also facilitate the strategy of content across multiple projects and will generate ideas for new content types.

We creatively solve challenges.

We never stop learning.

We are passionate about agriculture.

### Key Responsibilities:

- Brainstorm with the editorial team for new ideas and strategies for effective content that helps reach client goals or KPIs.
- Research topics and industry trends to create content that is innovative and original.
  - Conduct interviews (onsite, phone or virtual) when applicable.
- Develop copy on a wide variety of agriculture topics and clients for multiple platforms (such as publications, digital, and social media).
- Collaborate with accounts team and creative team on fulfillment of content projects.
- Assist in the management of client publication projects.
- Serve as a content and strategy resource for client media and industry relations.
- Assist in developing sales copy and content for marketing campaigns.
- Create eye-catching and innovative headlines.
- Proofread content for errors and inconsistencies.
- Edit and polish existing content to improve readability.
- Conduct keyword research and use SEO best practices to increase traffic to the company website.

- Create compelling headlines and body copy that will capture the attention of the target audience.
- Identifying clients' needs and recommend new content to address gaps in current content plans.
- Use of CornerPost collaboration tools including a project management system (Active Collab), and content development and workflow program (GatherContent).

Skills & Expertise:

- 2+ years in agriculture journalism, communications or public relations
- Solid understanding and appreciation for the agriculture industry is a must for this position
- Proven ability at writing for multiple platforms and content types, including feature-length articles, technical agriculture copy, and digital content
- Experience in developing content plans and strategies
- Ability to work well under pressure and in a fast-moving environment with multiple projects
- Self-motivated with the ability to recognize where to take initiative and take next steps to solve problems in a timely manner
- Remain creative and energizing while also detail-oriented and organized
- Ability to work well with teams and collaborate on projects

Expectations:

- Remain engaged in the ag industry, and those of other client industries, to understand who's who, trends and establish a strong network
- Readiness and desire to learn new skills
- Take initiative to gather required information or resources to complete content projects
- Desire to better both personal self and others
- Willingness to assist other projects or team members
- Show a strong commitment to agency, team and clients

Travel: Some travel will be necessary for interviews, projects, and content research. Mileage will be reimbursed at the regulated rate. Other travel costs are normally covered by the employer.



## 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 with employer contribution
- + Work hard + Play hard & purpose-driven team culture**

Submit Resume to:  
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