



Digital Marketing Manager – Willoughby, Ohio

Meister Media Worldwide is the trusted partner empowering the business of global agriculture to grow a better world. MMW provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture and plant protection.

We are looking for a Digital Marketing Manager to join our team in our Willoughby Ohio headquarters.

Reporting to Sr. Manager Audience Engagement and Digital Strategy, position will be an active part of the Audience Engagement team, applying extensive digital marketing expertise to grow our audiences. He/she will be charged with applying innovative and advanced digital marketing skills to refresh and reinvigorate standard audience development protocols and further allow us to truly learn from each touchpoint with our audience.

This person will have ultimate responsibility for hitting attendee acquisition targets for all MMW events. He/she will design attendee development strategies and plans, and will manage the execution of these plans utilizing available resources. He/she will work most closely with the events team and in-house copywriter, and with the business team lead for each event.

This person will conduct all event-related marketing under the umbrella of audience engagement; he/she will design all campaigns to supplement the broader audience engagement strategy for all brands, products, and services. He/she will must be motivated to drive audience engagement and growth for all brands.

Responsibilities:

- Develop a full working knowledge of the markets we serve and our audiences; work closely with Audience Engagement and Business Teams, Events and support departments to continually develop new and creative ways to engage with our audiences.
- Design attendee acquisition strategies and manage execution of attendee development plans for MMW events from beginning to end.
- Coordinate marketing efforts with Audience Engagement team to support larger audience development plans for all MMW products and services. Evaluate current approaches for reaching and communicating with our audience and provide recommendations/identify areas where more creative, modern, digital techniques could be utilized to increase engagement and grow event registrations.
- Work with Audience Engagement team to track and analyze campaigns' performance and optimize efforts through time. Practice data-driven decision making. Use A/B testing to maximize effectiveness of campaigns.
- Have an awareness of new practices and technologies and the latest trends relating to digital marketing and analytics/reporting.
- Assist in development and implementation of corporate social media strategy and best practices for digital marketing techniques.
- Participate in special projects and perform other duties as qualified.

Qualifications:

- Must be a collaborative team member, willing to take on various roles as needed.
- Strong communication skills are required – both written and verbal. Candidate must foster collaborative relationships with a broad range of internal and external stakeholders.
- Must be a creative problem solver, not afraid to think outside the box and develop new processes or utilize new tactics.
- Bachelor's degree with a high level of expertise in digital and social media marketing.
- Must have experience with audience segmentation and targeting, social media advertising (specifically must have experience working with Facebook, Twitter, and LinkedIn, with the ability to learn additional platforms); SEO; ad campaign design, testing,

and optimization; A/B testing; digital lead generation tactics; marketing automation; and analytics tools (Google Analytics, Facebook Ads Manager etc.)

- High level of expertise developing strategic marketing plans using all available channels – print, digital, social, direct, etc.
- Event experience a plus.
- Able to successfully manage multiple projects in a timely manner.
- Able to develop a big picture understanding of business needs, priorities, and direction, and an understanding of how personal tasks fall into it.
- Actively seeks better, more effective ways of accomplishing tasks and goals.
- Quick learner and self-starter.

Meister Media Worldwide offers a competitive compensation and benefits package including base salary, profit distribution, and 401(k) & Profit Sharing Plans.

Please submit resume and salary requirements via email to careers@meistermedia.com.

About Meister Media Worldwide

Meister Media Worldwide, founded in 1932 with headquarters in Willoughby, Ohio, USA, produces integrated business solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to communities including fruits, nuts, and citrus; vegetables; cotton; ornamental horticulture; horticulture in Mexico; precision agriculture; custom application of crop inputs; and the manufacturing, formulation, and distribution of crop protection and plant health products in the U.S. and globally. Meister Media's stable now includes 12 major brands whose portfolios include print publications, digital products, conferences and tradeshow, and Connect hosted-buyer events. In addition, Meister Direct produces custom print and digital products, and strategic business development services from concept planning through development and delivery.