



## Marketing Specialist

**Meister Media Worldwide** is the leading communication and information center for worldwide specialized agriculture. An opportunity exists for an experienced Marketing professional. Reporting to the Corporate Director of Marketing, this position will be responsible for marketing and promotional activities for all **Meister Media Worldwide** magazine, online and event brands. The ideal candidate has experience in brand marketing, marketing analysis, copywriting, event marketing, social media, sales promotion, and enjoys a fast-paced, interactive work environment!

Activities include corporate marketing and marketing to support our brands and increase the visibility of our full scope of integrated media products and services. This candidate will use a variety of marketing techniques and best practices for creation of email promotions, social media, sales collateral, brochures, media planners, PR, letters, etc. Will also conduct market research studies and suggest changes in strategy to respond to changing market conditions.

### Job Responsibilities include but not limited to:

- Assist Corporate Director of Marketing, in development of Corporate Marketing Plan.
- Market our media brands resulting in more business and enhanced image.
- Work with corporate and business teams on the timely development and execution of marketing plans.
- Develop and implement active Social Media presence to further our brands.
- Plan, build and execute project timelines, implement promotion programs, research, write, and otherwise assist in producing quality communication services and products.
- Coordinate with MMW departments and teams – creative services, audience development, media services, events, digital and others – to assure effective service to support Meister brands.

### Job Requirements:

- Bachelor's degree in Marketing or related field.
- 2-4 years' experience in a Marketing position.
- Experience in advertising, direct marketing, e-marketing, social media and events – strongly preferred.
- Strong promotional copywriting skills and verbal communication skills required.
- Understanding of marketing best practices (value proposition creation, branding).
- Strong multi-tasking skills and organization a must – comfortable in a fast-paced environment.
- Proficient with Microsoft Office, (Word, Excel, Outlook, PowerPoint) and Mac OS
- Experience with Adobe Creative Suite helpful
- Ability to work as a collaborative team member.
- Ability to plan and manage a budget.
- Project management skills.
- Bi-lingual (Spanish) a plus.

**Meister Media Worldwide** offers a competitive compensation and benefits package including base salary, bonus opportunity and 401(k) and Profit Sharing Plans.

Please submit resume and salary requirements via email to [careers@meistermedia.com](mailto:careers@meistermedia.com) or by mail to:

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