Position: Marketing & Social Media Coordinator- The selected candidate will be responsible for assisting and supporting the Marketing Team with a variety of marketing, computer graphics and social media initiatives @ LDI.

Job Functions and Responsibilities:

Marketing/Advertising:

- Coordinate with Marketing Manager to execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns
- Design, build, and maintain our social media presence
- Brainstorm new and creative growth strategies through digital marketing
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Work with a wide variety of marketing channels, such as print, email, website content and social media
- Create visual elements such as illustrations, original images, and other designs to help deliver a message
- Assist with developing and executing content strategy: written, graphic, motion, etc.
- Assist with coordinating LDI events and farm shows

Qualifications:

- 1-3 years of experience in the field or related area preferred
- Proficiency in Adobe Creative Suite- including InDesign, Illustrator and Photoshop required
- Solid knowledge of website and marketing analytics tools
- Firm grasp of available tools and platforms in the social media space
- Solid knowledge of design and visual principles
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel)
- Must be able to juggle multiple projects at the same time
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with customers and community contacts
- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- A strong portfolio of illustrations or other graphics