



# American Dairy Goat Association

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ADGA.org

## COMMUNICATIONS & MARKETING SPECIALIST

### Experience and Skills Requirements

- Experience in writing for the Web, content management and internet research
- Experience with social networks and implementation of social media marketing
- Advanced HTML, CSS, and WordPress, & content management system (CMS) skills
- Strong writing, editing, and proofreading skills with focus on grammar and editorial writing.
- Demonstrate a thorough knowledge of standard writing practices necessary for Web content writers. Bachelor's degree programs in journalism, English and other mass communication and/or digital media disciplines are helpful but not required.
- Photography & videography skills, including editing.
- Candidate must have comprehensive dairy goat knowledge or other performance based livestock industry experience.

### General Duties

- Develop company's strategy to reach and attain new customers/members.
- Increase educational components of website; keep content fresh with updated news posts and articles.
- Respond to feedback for requested items, and drive traffic to company website and social media platforms.
- Responsible for writing and publishing Web content; maintaining and updating website/blogs; monitoring and responding to user-contributed website content (if allowed)
- Participate in social media efforts for the company.

### Specific Responsibilities

- Writes and posts content online; maintains company Web pages and blog(s).
- Contributes to/updates the company's social sites, such as Facebook, Twitter, LinkedIn, etc.
- Works with developers/IT staff to assess any technical challenges (technical troubleshooting) in displaying the content properly and effectively.
- Helps develop & document procedures to manage Web content.
- Moderates content as it is contributed to the website by external sources.
- Helps plan and implement social marketing campaigns for specific marketing goals.
- Monitors social media outlets and responds on topics related to company/industry.
- Keeps up to date with best practices in writing for the web, social media trends, web usability, web design, and business/industry trends.
- Creates & publishes company newsletters (internal or external).
- Prepares internal and external communications including announcements, press releases, quarterly reports, presentations, technical documentation, etc. as needed.
- Manages Advertising Budget and Design ADGA promotional Advertisements for publications.

- ❑ Assists in the solicitation of bids for publication of printed matter or services.
- ❑ Creates new promotional/instructional/video materials and keeps ADGA pamphlets/forms/videos updated.
- ❑ Obtains copyrights and/or trademarks for ADGA's protected materials.
- ❑ Prepares the online Annual Membership Directory.
- ❑ Invites new companies to advertise in the Directory and solicits renewals from former advertisers.
- ❑ May be required to travel to the ADGA National Show and/or ADGA Annual Convention.
- ❑ Other duties as assigned.

Routine writing tasks include the following:

- ❑ Research, write and edit web and intranet content from scratch and edit contributions from other sources.
- ❑ Write web content based on material supplied by ADGA.
- ❑ Edit print documents for publication online.
- ❑ Edit web pages for on-screen readability.
- ❑ Proofread final draft of web pages.
- ❑ Test and edit forms for usability.
- ❑ Evaluate website for strategy, readability, legibility, findability, usability, interactivity and credibility.
- ❑ Optimize web pages for search engines.

Qualifications

- ❑ 3 to 5 years of marketing experience
- ❑ Bachelor's degree in marketing, communications, advertising, journalism, or related field
- ❑ Outstanding written and oral communication skills
- ❑ Advanced Microsoft Office 365 Suite, HTML, WordPress, CSS, and Content Management Systems (CMS) skills
- ❑ Ability to work independently or with minimal supervision.
- ❑ Work in an overall team environment with a sense of responsibility for the success, development, and improvement of the association.
- ❑ Strong organizational skills with the ability to manage multiple projects simultaneously.
- ❑ Candidate must have comprehensive dairy goat knowledge or other performance based livestock industry experience.

Benefits

The association currently offers a benefits package which includes health insurance, dental insurance, vision insurance, disability, life insurance, retirement plan, paid holidays, sick leave and paid vacation.

Position Type & Location

This position is for a regular, full-time employee; it is eligible for full-time benefits. It is preferred that this position is onsite in the Spindale, NC headquarters. Hybrid/remote schedule may be considered.