



### Application Process

For more information or to apply, submit letter of application and resume to: [hr@indianasoybean.com](mailto:hr@indianasoybean.com)

Human Resources, Indiana Soybean Alliance, Inc.

8425 Keystone Crossing, Suite 200

Indianapolis, IN 46240

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## POSITION DESCRIPTION

Indiana Soybean Alliance, Inc. (ISA)

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**POSITION TITLE:** Marketing Communications Specialist

**FLSA STATUS:** Exempt

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### ABOUT OUR ORGANIZATIONS

ISA is an Indianapolis based forward-thinking organization that works to benefit Indiana farmers and stakeholders. Be a part of the team that works within the highest levels of agriculture. Interact with national communication teams, state and national organizations, federal and state policy makers, and global partners in making a difference in the future of the Indiana agriculture community.

### COMPANY CULTURE

The shared values of ISA are important to who we are as an organization and as professionals. ISA offers the following:

- PTO (sick, vacation and holidays), flexible hours, generous benefits plan, parental leave, tuition reimbursement plan, 401k and match and hybrid in office and remote work schedule. Additional company paid time off between Christmas and New Year
- Travel and paid professional development opportunities.
- Stocked fridge and pantry, community give-back programs, employee recognition and fun company-sponsored events.

### POSITION PURPOSE

This position is responsible for coordination and implementation of marketing communication projects of Indiana Soybean Alliance (ISA) and the Indiana Corn Marketing Council (ICMC). This includes implementation of objectives and tactics of the Indiana Soybean Alliance and the Indiana Corn Marketing Council's strategic plan in line with the approved budget and specific duties include marketing team collaboration, content creation, project management and tracking. ICMC is managed under a shared service agreement with ISA.

### JOB DESCRIPTION

- Attend ISA and ICMC events on behalf of ISA and ICMC marketing team.
- Writer of posts, news releases, articles and scripts associated with those events. Content shared could be for consumer, farmer, and/or local elected officials as an audience.
- Ensure visual content is obtained at event including pictures and appropriately archive content.
- Work with digital outreach manager to assist in-house campaign asset development.
- Work with News and Media Relations manager on creating content for Indiana Corn and Soybean Post as requested.
- Serve as a liaison with marketing agency, vendors or media as directed.
- Design and create digital content including social media posts and video.
- Track projects and prepare status reports for internal staff to ensure marketing metrics are met.
- Create consistent themes, messaging and branding in all communication touch points.
- Perform other duties and responsibilities as requested.

### EDUCATION AND/OR EXPERIENCE

To perform this job successfully, an individual should have an equivalent of the following education and/or experience.

- Bachelor's degree or higher in a relevant discipline.
- 2 plus years work experience.
- Experience working with farmers is preferred.
- Ability to produce effective written communications on social media and other channels.
- Knowledge of online marketing and good understanding of major marketing channels.
- Proven ability at consensus building and trust/credibility maintenance a must.
- Strong analytical, interpretive, evaluative, and constructive thinking skills.
- Strong project management skills and ability to effectively manage multiple projects and escalating priorities.

Marketing Communications Specialist

01/01/2023

*This description is intended to describe the general content of and requirements for the performance of this position.  
It is not intended to be construed as an exhaustive statement of duties, responsibilities, or requirements.*

- Advanced computer skills (Microsoft Word, PowerPoint, Excel, Canva, Adobe Creative Suite). Aptitude for learning new applications as needed.

### **WORK ENVIRONMENT/PHYSICAL DEMANDS**

The environment and physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- This position requires concentration and creativity. It is subject to stress caused by a changing environment, tight deadlines, and workload.
- Exempt position with a minimum of 40 hours per week required.
- Travel within Indiana, out-of-state sometimes on short notice.
- International travel possible with advance notice.
- Travel and other work-related assignments may occasionally include evenings and weekends.
- Must be able to sit for long periods of time, stand, crouch, stoop, reach, and move up and down stairs.
- Must be able to lift to 25lbs.

