

## Project Manager & Account Specialist // Job Description

---

CornerPost Marketing Communications, a creative agricultural-based marketing and communications agency based in Fort Dodge, Iowa, is seeking a full-time team member to fill a newly developed role as Project Manager & Account Specialist to lead the creative marketing work of some of the best clients in the ag industry.

This team position, based in Fort Dodge, Iowa, is not just a typical agency position, instead, it is the opportunity for someone with creative marketing and strong communication skills to excel in a fun, pro-team environment with rapid career growth potential. As an Account Specialist, the position will serve as a trusted liaison between clients and CornerPost to assist with the successful execution of client projects, programs and campaigns. The position will also work directly with CornerPost's owner to gain an understanding of the client accounts currently managed by the owner and further develop their skills in marketing communications. As Project Manager, the role will manage internal teams' services and timelines, but will also play an active role in creative skills, such as content development, writing, media planning, social media management and designing assistance where able. The position will require a strong understanding of the agriculture industry and how best to deliver a message across multiple platforms. Not only is this team member depended on for their skills and job responsibilities, but they will have a place as an active team member, working hands-on with multiple clients and audiences while assisting and leading a range of client projects.

We creatively solve challenges.

We never stop learning.

We are passionate about agriculture.

### Key Responsibilities:

- Day-to-day management of clients' marketing and communication programs and projects, including daily communication with to provide project updates, organize client feedback and management timelines
- Solid understanding and appreciation for the agriculture industry is a must for this position
- Generate and pitch new and creative ideas and solutions to clients
- Lead and manage the creative strategy, implementation, planning of client projects and brands
- Assist with the strategic planning, facilitation of the internal team and management of budgets to ensure client and agency financial success across projects
  - o Remain detail oriented and highly organized with the ability to oversee internal teams, traffic jobs, manage print production, and assist with general account administration including budgeting and billing
  - o Understand and manage client expectations
- Execute marketing communication skills and tasks to complete projects which may include, but not limited to: writing, designing, event planning and website management

- Communicate with outside vendors; ability to speak the language of creatives, printers, media and client industries will be a valuable asset
- Continually seeking new ideas and ways of improvement, betterment and evaluations for client, CornerPost and self

Skills & Expertise:

- Background in agriculture and marketing or communications or public relations
- Exhibit an understanding in multiple areas of marketing and communications, ranging from traditional to digital, writing to designing, presentations to ad placement, with a desire to continually seek new solutions and education on new marketing practices
- Ability to manage and facilitate client meetings, showcase strong presentation skills and foster long-term relationships that help grow CornerPost and their services
- Ability to work well under pressure and in a fast-moving environment with multiple projects
- Self-motivated with the ability to recognize where to take initiative and take next steps to solve problems in a timely manner
- Remain creative and energizing while also detail-oriented and organized

Expectations:

- Remain engaged in the ag industry, and those of other client industries, to understand who's who, trends and establish a strong network which benefits CP growth and client development
- Readiness and desire to learn new skills during and outside of regular work hours
- Ability to take initiative and present new ideas that foster growth and strengthen the culture of CP
- Desire to better both personal self and others
- Willingness to assist other CP projects or team members
- Show a strong commitment to employer and clients

Travel: Some travel will be necessary for projects, client meetings and events. Mileage will be reimbursed at the regulated rate. Other travel costs are normally covered by the employer.

Compensation & Benefits:

- + competitive salary
  - + bonus structure based on employee-led goal setting
  - + group health insurance options- percentage covered by employer
  - + dental insurance coverage
  - + cell phone stipend
  - + paid time off/paid holidays
- + flexible, fun & hardworking team atmosphere**

Contact: Afton Holt  
afton@cpmarketing.com  
515-835-9528