

## DIGITAL MEDIA MANAGER



**Status:** Exempt

**Initiative:** AgriNovus Indiana

**Reports to:** Director of Communications & Engagement, AgriNovus Indiana

### **ORGANIZATION OVERVIEW**

An initiative of the Central Indiana Corporate Partnership (CICP), AgriNovus Indiana is the State's food and agriculture innovation initiative focused on advancing Indiana as a nationally recognized leader in the agbiosciences sector – the area where traditional agriculture and farming collides with life sciences, tech, engineering, manufacturing and science. Indiana is in an enviable position to accomplish this through the following areas led by AgriNovus:

- Public Outreach and Education
- Talent & Workforce Development
- Entrepreneurial Support
- Collaboration

AgriNovus is expanding its programs and initiatives in these four areas and holds the foundational belief that telling our agbiosciences story is closely tied to all our programs. We are enthusiastically seeking a high-energy, creative, energetic, innovative, and tech-savvy individual to join our team and to be a part of an exciting future for Indiana.

### **JOB OVERVIEW**

The Digital Media Manager supports external communications initiatives across multiple platforms and formats to drive engagement, participation, retention, and positive brand appeal and recognition for AgriNovus and the agbiosciences sector.

This individual is well-versed in content and channel optimization, social media for business, audience segmentation and localization, analytics and meaningful measurement.

The Digital Media Manager reports to and supports the Director of Communications & Engagement.

Personal Attributes:

- High & positive energy
- Strong work ethic
- Flexibility
- Team player
- Eager and willing to add to your knowledge base – intellectually curious
- Personable
- Loyalty

## **JOB RESPONSIBILITIES**

Execute the content strategy, production, distribution and measurement/optimization for AgriNovus' digital channels as directed by the Director of Communications & Engagement and in coordination with outside marketing agencies/consultants. (30%)

- Initiate, create and oversee digital campaigns
- Create and process online web forms and surveys
- Develop and execute email campaigns, manage the subscriber path and analyze engagement
- Track and report monthly digital analytics

Website Maintenance and Development (30%)

- Upload content to AgriNovusIndiana.com
- Optimize website for SEO as well as usability
- Devise strategies to drive online traffic to AgriNovusIndiana.com

Manage Social Media (30%)

- Spearhead all digital channels
- Oversee social media strategy
- Manage online education campaigns to raise awareness
- Brainstorm new and creative growth strategies

Support the Director of Communications & Engagement (10%)

- Assist with digital media relations at AgriNovus and stakeholder events
- Perform other related duties as may be required by the Director of Communications & Engagement

## **JOB REQUIREMENTS**

- Bachelor of Science degree in Marketing or other related field preferred
- Minimum of three (3) years' experience in a Digital Media role
- Excellent grasp on social media and website metrics and best practices
- Working knowledge of Google Analytics and best practices
- Working knowledge of HTML
- Previous experience demonstrating organizational skills
- Ability to work collaboratively within a team

## **DETAILS:**

**Job Category:** Marketing/Media

**Manager:** Director of Communications & Engagement, AgriNovus Indiana

**Office Location:** AgriNovus Indiana, downtown Indianapolis

**Travel:** Statewide

**Interested candidates should send their resume to:**

Libby Fritz

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