

JOB POSTING

December 4, 2019

Digital Marketing Specialist EX-16

- Responsibilities:**
- Collaborate with our Advertising Agency to create informative, engaging and effective inbound marketing campaigns for Rural Mutual Insurance Company.
 - Oversee the management of Rural Mutual's corporate website, Facebook page, LinkedIn account and Twitter.
 - Utilize paid Facebook ads to promote brand awareness and lead generation.
 - Develop email marketing campaigns to increase brand awareness and lead generation.
 - Assist with graphic design to develop print and digital content for publications and digital platforms.
 - Create content for blogs, articles and newsletters.
 - Maximize Search Engine Optimization utilizing available tools
 - Accumulate and analyze digital data and make recommendations for enhancements.
 - Assist with various company events including A/V support, set up and planning.
 - Monitor overall corporate initiatives and sales campaigns.
 - Other duties as assigned.

- Skills/Education:**
- Degree in Marketing, Advertising, Business Communication and or Public Relations or equivalent work experience preferred.
 - Working knowledge of desktop programs like Adobe Creative Cloud and Microsoft Excel.
 - Familiar with Google Analytics, Hub Spot, WordPress, or willing to learn.
 - Creative, outside the box thinking individual who works well with others.
 - Ability to work with minimal supervision in a free-flowing team environment and have a basic understanding of project management.
 - Must be organized and detail oriented.
 - Effective writing and copywriting skills, with some website management and social media experience.
 - Willing to take direction and be humble enough to do the necessary tasks to complete the overall objective.
 - Willing to take calculated risks, be eager to learn new things, while participating in campaign discussions.
 - Collect and decipher market data and communicate results with recommendations.
 - General insurance and agriculture knowledge preferred.
 - Occasional overnight travel.

How to Apply: CONTACT MARK SCHUSTER, DIRECTOR HUMAN RESOURCES

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