



**Job Title:** Digital Marketing and Social Media Lead

**Location:** Columbus, IN

**Company:** Core Ag Solutions LLC

**Job Type:** Full-Time

**Job Description:**

Core Ag Solutions is seeking a highly motivated marketing lead to join our team. While serving as the marketing lead, this position will play a crucial role in optimizing our social media presence in the industry, website, and marketing and branding material.

**Responsibilities:**

- Creating and implementing social media strategies that align with the company's overall marketing goals.
- Developing engaging and relevant content for various social media platforms
- Managing and optimizing social media profiles and content across different platforms (e.g., Facebook, Instagram, TikTok)
- Develop and manage monthly podcast
- Interacting with followers and responding to comments and messages
- Planning, executing and analyzing social media campaigns to achieve specific objectives: increasing brand awareness, driving traffic, and generating leads)
- Tracking social media metrics, analyzing and providing insights to improve strategies.
- Keeping current with the latest social media trends and platform updates
- Working closely with agronomist to create data brochures from Core Ag Plots.

**Qualifications:**

- Ability to use a camera and drone to capture and film footage in agriculture
- Social Media platform knowledge and creativity
- Data management skills to track campaign performance and identify trends.

**To APPLY:**

- Contact Dalton Workman 812-344-6042
- Send resume to [dalton.workman@coreagsolutionsllc.com](mailto:dalton.workman@coreagsolutionsllc.com)