



Opportunity: Digital Marketing Specialist  
Team: Marketing  
Location: Brentwood, TN or Ames, IA  
Status: Permanent, Full Time Position with Benefits

EFC Systems is expanding our marketing efforts by adding a **Digital Marketing Specialist**. We are seeking an enthusiastic and talented individual who is passionate about defining and delivering a clear and consistent marketing message that drives our overall value proposition to both current and prospective clients. Our **Digital Marketing Specialist** will work closely with our team members in order to craft our marketing message for electronic, print, social media and industry events to communicate the benefits and features our software solutions and company has to offer. In addition to marketing activities, the **Digital Marketing Specialist** will coordinate all logistics revolving around our conference as well as industry specific shows we attend each year.

### Responsibilities and Requirements

- Design and produce marketing collateral (both digital and print) that align with our marketing message and branding
- Create social media content pursuant to goals of business unit objectives
- Manage and coordinate all details for industry specific shows and marketing events
- Attend brainstorming sessions to identify and propose new and better ways of connecting with our audience and ultimately meeting tactical goals
- Update internal information center to communicate events at our offices, capture and edit photos of new team members and assist with company functions as needed
- Helps develop and execute marketing campaigns that support company and product growth strategies
- Proficiency in all Adobe Creative Suite, Office and excellent written and verbal communication
- Degree in marketing or equivalent work-related experiences
- Awareness of software/technology companies and/or the agriculture supply chain is a plus

### Our Mission

EFC Systems is based out of Brentwood, TN and delivers innovative software solutions throughout the entire Agribusiness supply chain. Merchant Ag, Vanguard Ag and FieldAlytics are our core software solutions that serve the needs of agriculture retailers and wholesalers with comprehensive features that helps our clients achieve operational efficiency by utilizing data to make more informed decisions.

**Benefits Include:** Competitive salary, casual dress code, 401k plan, medical, attractive paid time off accrual and referral program.

**Next Steps:** Send a copy of your resume to [hr@efcsystems.com](mailto:hr@efcsystems.com) so that we may coordinate a brief introductory call to discuss our company, culture and rewarding career opportunities in more detail.

Learn more about our careers by visiting <http://www.efcsystems.com/index.php/join-the-team/>