

The **CISCO** Companies

602 N. Shortridge Road · Indianapolis, IN 46219

www.ciscoseeds.com

Company Description: The CISCO Companies, based in Indianapolis, Indiana distributes over 20,000 products to family-owned dealers across the Midwest on a weekly basis. Our wide range of products includes seed, lawn and garden supplies, farm supplies, feed ingredients, bird seed, and pet supplies. Founded in 1965, we have seen steady growth over the years. Come join our family and grow along with us.

Job Title: Brand Marketing Manager

Position Overview

This position will help to develop successful, long-term marketing strategies for our company's brands and to achieve growth in business. You will work closely with the Marketing Manager and different teams to ensure consistency through all marketing channels. Ultimately, you will identify opportunities to increase brand awareness and connect our brands and products with potential and current customers.

Responsibilities

- Analyze brand positioning and devise innovative growth strategies through a variety of marketing channels including print, social media, email, websites, e-commerce, and promotional materials.
- Communicate with and align company around the marketing of our brands
- Monitor market trends, consumer activities, and competitors' activities
- Work with company's leadership to establish budgets and sales goals
- Measure and report performance of marketing campaigns
- Provide marketing support to customer network
- Assist with the event planning of CISCO's annual trade show
- Provide support and marketing ideas for industry trade shows and events
- Provide support to sales team, as needed
- Work closely with division managers and agronomists on brand marketing strategies
- Keep up to date with our audience's preferences and proactively suggest new marketing campaigns
- Assist with other marketing tasks outside of company's brands, as time permits

Requirements

- Proven ability to develop brand and marketing strategies
- Excellent understanding of all marketing channels
- Proven ability to successfully market through social media
- Strong analytical skills and creativity
- Degree in Marketing or a related field preferred
- Knowledge in Microsoft Office
- Proficient in Photoshop, InDesign, and/or Illustrator
- Outstanding organizational and communication skills
- Detail-oriented
- Self-motivated

Benefits

- Competitive pay plus bonus opportunity
- Paid time off
- Paid maternity and paternity leave
- 401K participation with employer match up to 5%
- Group Health, Dental, Vision, and Supplemental Policies
- Life Insurance – \$50,000 provided by CISCO (term life plus accidental death & dismemberment)
- Time off for volunteering (see handbook for policy details)
- Holidays – Observed holidays plus two bonus days (see holiday schedule)
- Positive, collaborative environment with great work-life balance

Please submit resumes to:

Natalie Markle

President & CEO

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