

**Position:** Digital Marketing Content Creator

**Location:** Kenosha, WI (hybrid position)

**Area of Responsibility:**

Precision Laboratories is looking for a Digital Marketer, Content Creator preferably with a background in agriculture, knowledge of the industry, or raised around farming. This role requires a skilled storyteller who can capture photos and videos, create social media content, grow followers and drive engagement. Beyond social media, the role involves managing email campaigns, website marketing and brand communications across multiple channels and targeted customer audiences.

**Accountabilities:**

- Develop and implement marketing campaigns across a variety of digital channels, including email, social media, influencer, advertising and search engine optimization
- Create and execute engaging digital content for social media platforms (LinkedIn, Facebook, Instagram, YouTube)
- Capture and edit photos and videos that showcase our company, products, and culture within the agriculture industry
- Create compelling emails and manage campaigns that maximize reach and engagement
- Implement SEO strategy to improve website traffic, increase organic search rankings and report on performance (Google Analytics)
- Contribute to product and technology content creation for trial results, including blog posts, photos and educational videos
- Stay up to date with industry trends, social media best practices, storytelling and digital marketing tools and platforms
- Maintain and organize a content library

**Required skills:**

- 2+ years of demonstrable experience in digital marketing
- Strong photography and videography skills, with experience in editing software (such as Adobe Creative Suite, Canva, Figma, Adobe Premiere Pro, After Effects, Lightroom, or the like)
- Experience in social media content creation, advertising and best practices
- Familiarity with digital marketing platforms (such as Sprout Social, Constant Contact, HubSpot, etc.)
- Ability to design visually compelling emails and marketing assets, ensuring a consistent and engaging message
- A creative mindset with excellent storytelling and visual communication skills
- Ability to work independently while meeting deadlines and delivering high-quality content with a keen eye for detail
- Bachelor's degree in communications, marketing, advertising, or related field

**Reports To:** Marketing Manager