



**BETTER COWS > BETTER LIFE**

**CRV USA Holdings Inc.** • 2418 Crossroads Drive, Suite 2300 • Madison, WI 53718  
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## **Position Description**

**Title: Marketing Coordinator**

Date of Issue: November 2022

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### **POSITION SUMMARY**

CRV USA is seeking a Marketing Coordinator to be located at the U.S. headquarters in Madison, Wisconsin. The successful candidate will bring experience in a variety of marketing activities to deliver high-quality results for our marketing and communications team.

This position represents an opportunity to become part of an exciting team focused on actively supporting and participating in the planning, development, and management of marketing initiatives for the US business unit, and providing administrative/office support to management, and field staff by assisting with general business operations to ensure the successful operations of a dynamic company. This position will also be in collaboration with corporate headquarters by playing a key role in design, implementation, and promotion of CRV's US product marketing and corporate messaging globally.

The ideal candidate actively supports CRV USA's Mission and Values and displays behavior consistent with CRV USA's Core Competencies.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **General Duties and Responsibilities**

- Work closely with sales team members to collect and analyze customer feedback and other data on new and existing products to develop new marketing and brand awareness.
- Develop and maintain content for online and social media lead generation.
- Actively support and participate in the planning, development, and management of marketing initiatives for the US business unit.
- Write initial marketing documents, articles and presentations for US products, including photos and copy write appropriate to the US market.
- Project management of local marketing activities to fulfill strategic initiatives.
- In collaboration with corporate headquarters, serve as the brand champion; develop and maintain consistent brand standards and brand voice across all customer touch points.

#### **Other Functions and Responsibilities**

- CRV USA places a high level of importance on the teamwork approach and a willingness to perform duties that may not necessarily be included in this job description.

### **QUALIFICATIONS**

#### **Core Competencies**

- Understands job expectations and takes-action without being prompted
- Works independently and takes personal responsibility for assigned duties
- Generates original ideas and develops innovative solutions to help grow the business
- Encourages the flow of information, and displays active listening
- Flexible and adaptable to changing priorities and assignments

### Job Specific Qualifications

- Five (5) years' experience in a marketing position within the dairy industry or other closely related agricultural business experience.
- Proven proficiency with computers using Microsoft Word, Outlook, Excel, and Teams is required
- Experienced and proven in the usage of design software, including Illustrator, InDesign, Photoshop, Dreamweaver, etc.
- Excellent writing and verbal communication skills, including the ability to create brochures, tradeshow banners, product ads and other promotional materials.
- Excellent organizational skills, prioritization skills, and problem-solving ability required
- Ability to manage multiple tasks with paying attention to details
- Knowledge of agriculture and or bovine genetics is a benefit
- Ability to work in a fast-paced environment and to balance multiple projects simultaneously.
- Exceptional creativity and innovative design skills
- Organizational and time-management skills for meeting deadlines in a fast-paced environment
- Some travel will be required for this role.

### Physical Requirements

This job requires the individual to:

- Sit, stand, bend, kneel and lift intermittently
- Use a keyboard extensively
- Answer the telephone; take accurate messages and direct calls as appropriate
- Occasionally lift and/or move physical inventory weighing up to fifty pounds

### Education

- Bachelor's degree desired or equivalent work experience

WORK LOCATION: CRV USA HOLDINGS, Inc. Office in Madison, Wisconsin

SUPERVISED BY: General Manager, CRV USA Holdings, Inc.

SUPERVISES: This position does not supervise subordinate staff.

STATUS: Non-exempt position

To apply, please send your resume to [jacob.leum@crv4all.us](mailto:jacob.leum@crv4all.us) and [joost.klein-herenbrink@crv4all.com](mailto:joost.klein-herenbrink@crv4all.com)

***Better cows lead to a better life for our customers, for society, and for the animals in your herd. We are committed to delivering herds and smart solutions that can help our customers future-proof their business with our focus on Health and Efficiency. We do this by delivering top-quality genetics, smart breeding management solutions, and personal advice on herd management to enable our customers to build healthy and efficient herds which are profitable and easy to manage, in a sustainable way.***