



Job Description

Job Title: Seed Marketing Level 1			
Division:	Pratum Seed	Shift:	8 to 5 Mon - Fri
Location:	Home office or 8955 Sunnyview Rd NE Salem, OR 97305	Travel Required:	Minimal
Level\Pay Range:	Professional \ \$22 to \$30/hr	Position Type:	Hourly, non-exempt
Reports to:	Pratum Seed Division Manager		

PURPOSE

The primary purpose of this job is to create and manage Pratum Seed's social media platforms for marketing purposes, fulfilling **Pratum's mission is to be an agricultural cooperative dedicated to innovative solutions, excellent service, and long-term relationships.**

The following are specific tasks and responsibilities related to this position, but the position may require other duties and special projects as assigned.

TASKS & RESPONSIBILITIES

- Develop and maintain multiple, strategic social media marketing platforms for our products
- Help determine which media sources (television, radio, magazines, internet, social media, etc.) best reach our target customers
- Schedule placement of ads
- Write copy for some of the ads
- Assist managers with development of general advertising and marketing strategies
- Conduct market research to determine product features and styles that are highest in customer demand and assist with introducing these products to the marketplace
- Develop and maintain an awareness of relevant products, market behavior and competitive trends
- General assistance to overall with marketing and product development
- Participate in sales meetings and other management meetings if needed
- Help prepare for and attend tradeshow, and conferences as needed.

EXPECTATIONS

- Comply with international, federal, state, and company policies, procedures, and regulations, maintaining familiarity with the employee handbook
- Function in a way that fulfills Partum's Values:
 - **Integrity:** always doing the right thing
 - **Safety:** committed to a safe environment for our employees and customers



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- **Professionalism:** dealing with all relationships in a courteous and respectful manner with a positive image, timeliness
- **Results Oriented:** delivering on your promises
- **Teamwork:** respecting one another with humility, working with the ag management team
- **Stewardship:** careful and responsible management of our resources and environment
- **Customer Service:** exceeding expectations of those we serve
- Passionate engagement with Pratum Seeds, motivated to contribute to our success
- Flexibility: the ability to adapt quickly to a changing business environment
- Effective verbal and communication skills
- Strong social media skills
- Interpersonal skills, friendliness, ability to influence and persuade others
- Creativity and imagination

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Marketing education and experience preferred
- Agricultural background and understanding appreciated

PREFERRED SKILLS

- Self-motivated and competitive
- Proficiency with IT, knowledge of software and email marketing
- Strong organizational ability
- Attention to detail, while managing multiple tasks

Prepared By:	Mark Garland, HR Manager	Date:	September 7, 2021
Approved By:	Aaron Kuenzi, Pratum Seed	Date:	September 7, 2021
Last Updated By:		Date/Time:	
Employee Name:		Email:	
Employee Signature:		Date:	



Job Description

Physical Requirements

General Notes:

This is job primarily requires a lot of office hours

Tools & Equipment Used:

Typical office equipmnet

ENDURANCE

Sitting
Standing
Walking
Change Positions?

Never	Seldom 1-5%	Occas. 6-33%	Freq. 34-66%	Continuous 67-100%	Total Hours At one time	Total Hours in a work day
				X	2	8
		X			0.5	1
		X			1	2
	X					

LIFTING AND CARRYING

1-20 lbs
21-50 lbs
51-75 lbs
>75 lbs

Never	Seldom 1-5%	Occas. 6-33%	Freq. 34-66%	Continuous 67-100%
			X	
		X		
X				

Maximum # lifted/carried without assistance 80 Lifts/carries exceeding this weight are done with 2 people or lift device

OTHER PHYSICAL REQUIREMENTS

Bend/Stoop
Twist
Crouch/squat
Kneel/Crawl
Walk-Level surface
Walk-Uneven surface
Climb Steps/Ladder
Work at heights
Reach at or above Shoulder
Use of Arms, Wrist
Use of Hands grasping/squeezing
Operate foot controls

Never	Seldom 1-5%	Occas. 6-33%	Freq. 34-66%	Continuous 67-100%
	X			
	X			
	X			
X				
		X		
X				
	X			
			X	
		X		
	X			

ENVIRONMENT: Inside 95 % of time Outside 5 % of time
 Temperature Extremes Yes No Vibration Yes No
 Works on or around moving machinery or mechanical parts Yes No

SIGNATURES

If, at any time during my employment, I think my job requires physical exertion beyond these limits, I will notify my direct supervisor for authorization before I exceed these limits.

Employee Signature _____ Date _____

Employer Representative(s):

Print Name Title Signature Date

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