

Marketing and Communication Manager

GEOSYS:

GEOSYS is a world leader in supporting agricultural businesses with decision support tools that make use of the latest research in agronomics, information technologies and in particular remote sensing. Decision support tools range from worldwide risk management and supply monitoring of Ag commodities to field operations decision support to help make precision farming decisions. GEOSYS also develops customized business solutions dedicated to international agricultural companies.

To access to customers, globally, GEOSYS has sales and marketing in North America (Plymouth, MN, USA), Europe (Lausanne, Switzerland, and Krasnodar, Russia), Australia (Melbourne) and Brazil (Campinas, SP). Technical teams are mainly in Toulouse, France.

GEOSYS joined the Land O'Lakes group in 2013, which gives unique opportunity to be leveraged in North America and other markets.

GEOSYS has ambitious growth plan to be realized within the next 3 years globally.

Main Job Tasks and Responsibilities:

As the Marketing and Communications Director, you will be a key member of the Global Sales and Marketing team, shaping GEOSYS communications both externally and internally and actively participating in the marketing of our products. This position is responsible for strategic communications planning and execution to support GEOSYS public relations and build the GEOSYS brand. This position manages executive communications, identifying key speaking and outreach opportunities, developing materials (including event background, slide decks, messaging, Q&A, etc.). This position is responsible for developing Packaging and Promotion strategies for GEOSYS services and products and responsible for developing all the materials necessary to support sales. This position is also responsible for internal communications, including managing company-wide employee meetings and newsletters.

This position works closely with product leaders and sales managers. This position works closely with subject matter experts in the agriculture space, including but not limited to GEOSYS' leadership, data scientists, developers, sales and local marketing teams, and product development to support the strategy for the platforms and the commercial business. This position will manage outside agency support to develop and execute plans and materials. In addition to supporting the efforts for the Global Team, the Marketing and Communications Director will also help manage the execution of work for the North America, South America and Australia geographies while overseeing the work executed by the European Communication manager.

- Executive communications and speakers bureau
- Create content for speaking engagements that effectively tells our story to a variety of audiences.
- Develop and manage speaking engagement strategy and execution.
- Develop slide decks and messaging documents.
- Develop products and services packaging and positioning
- Develop key messages and talking points to support sales of our products and services
- Develop slide decks, brochures, websites to present and support products market
- Leverage media opportunities associated with speaking events.
- Create and foster relationships with media, event contacts, high-level executives, and subject matter experts.
- Coach leadership to act as spokespersons and act directly as a spokesperson as needed.
- Improve Brand recognition and measure key performance indicators
- Manage E-communication and community, including technology and business-oriented blog
- Develop and execute an internal communications strategy that aligns with business priorities.
- Develop relationships throughout the organization to inform internal communications content and ensure key functions in the organization are represented.
- Develop internal communications content, including newsletter stories and employee meeting content.

Education and Experience:

- Ten or more years of experience in public or industry relations or related communications field.
- Experience in executive communications.
- Experience in PowerPoint deck development and working with graphic designers.
- Experience developing and executing communication plans.
- Exceptional writing, editing and listening skills, with the ability to learn, understand and simplify business and technical information.
- Strong skills in topical research (for story development and speaking engagement backgrounder development).
- Experience working and building relationships with diverse stakeholders to build communications strategies, from building objectives and core messaging, to executing on that strategy.
- Experience working with the media, including developing media relations strategy, developing story pitches drafting messaging, news releases and related materials, securing and tracking coverage, and building relationships.
- Strong communication, interpersonal and organizational skills.
- The maturity and experience to manage projects and solve problems with minimal coaching.
- The ability to prioritize and to juggle multiple projects concurrently while meeting critical deadlines.
- The ability to work effectively in a fast-paced, team environment.
- Bachelor's Degree in marketing and communications or related discipline.

Conditions:

Based in Plymouth, Minnesota

Apply:

Please send Resume and Cover letter to careers@geosys.com