

KELLEY MANUFACTURING CO.

Job Posting: Advertising Manager

Address: Kelley Manufacturing Co.
80 Vernon Dr.
Tifton, Ga. 31794
www.kelleymfg.com

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Job Description: KMC is seeking a qualified candidate for its Advertising Manager position. This person would need to maintain a close working relationship with VP of Sales & Marketing.

- Creating and managing company advertising program
- Maintaining a personal knowledge of KMC products and their performance
- Participating in Sales/Engineering meeting for purposes of exchanging advertising ideas
- Maintaining a website that best represents the company and its products
- Managing Co-op Advertising Program
- Creating, updating and publishing brochures, videos and other promotional materials that best represent the company and its products.
- Creating instructional videos on how to operate KMC products and creating other instructional videos about KMC products
- Furnishing Territory Managers and VP Sales with a list of needed photos, videos, and testimonials, and working closely with Territory Managers in finding opportunities to obtain needed photos and videos (traveling as necessary to obtain same)
- Working closely with Territory Managers and Engineers to get ideas and information for strengths, weaknesses of competitive tools
- Researching advertisements of agricultural products manufacturers for advertising ideas
- Preparing and publishing advertisements in various media as approved by VP Sales & Marketing, President, and CEO
- Scheduling and booking trade shows and obtaining reservations for company persons
- Participating in trade shows as needed and providing promotional materials and media advertisements for same. Managing payments for same.
- Any other tasks as assigned.

Benefits: KMC has excellent medical and other benefits such as participation in KMC's Employee Stock Ownership Plan (ESOP) and a year-end bonus opportunity. Salary is based on qualifications and experience.

Qualifications:

Must have a least a bachelor's degree in Advertising and (2) two or more years' experience.