



Creative Director: Digital Marketing

Company Description

C.O.nxt is a 100% employee-owned communications agency full of farm kids and foodies coming together to create fresh and unexpected solutions driven by deep insight and strategy. We serve purpose-driven brands who stand out in the ag and food industries—from the seed in the ground to the steak on the plate—because that’s what we’re passionate about. Full service. Full hearts. For the love of food.

Position Description

Creative Director: Digital Marketing will work with our integrated teams to create powerful digital brand ecosystems for our clients as well as C.O.nxt. The ideal **Creative Director: Digital Marketing** understands content management systems, marketing automation and digital strategies while demonstrating an ability for big thinking, innovation, as well as everyday doing to drive client satisfaction.

What Makes This a Great Opportunity?

- You will be part of a mission-focused team-based agency that is a strategic marketing and communications consultant for leading brands spanning food and agriculture
- Culture of positive core values – Caring, Courageous and Committed – used to guide interaction with clients and each other
- Continuous learning environment valuing ideas, collaboration and results
- Casual, friendly work environment with flexible work options
- Dogs every day—employees can bring their dogs to work any day of the week

Essential Duties and Responsibilities

- Develop and connect target audiences by implementing powerful content management, eCommerce & marketing automation platforms, managing integrated media campaigns and building digital engagement tools that maximize consumer conversion for our clients and our agency.
- Ensures the timely development and execution of plan, campaigns, and projects to assure earnings, growth, and profit goals are achieved.
- UX background and a good eye for web design and how content management systems work. Believer in the power of SEO. Experience in tools such as Hubspot are ideal.
- Collaborate with client service teams in developing strategic marketing plans, analyzing results, and identifying opportunities. Comfortable as a client-facing expert to lead and sell digital strategies.
- Present, or oversee presentation of final concepts, and obtain approvals.
- Analyze brand tracking, market trends, consumer need, and the competitive landscape.
- Lead the agency to continually evolve our toolkit, staying on the leading edge of technology and innovation.
- Provides mentorship/motivation managing a team and conveys the vision and values of the agency to staff.

Basic Qualifications

- 7 years of related experience in agency or corporate setting
- Experience creating integrated content across all marketing channels from digital, social media, paid media, mobile, but also understand offline and print
- Strong creative vision with an understanding of business objectives