



## FARM BRAND COORDINATOR

### About Us

Wilders is a family-owned farm located in Turkey, NC and is a brand of RiverWILD, a locally owned and operated investment and leadership company that impacts and develops people, the community, and our family of brands. We maximize our experience in real estate, construction, agriculture, and retail to offer products and a business relationship worth investing in.

### Job Overview

We are looking for a full-time Farm Brand Coordinator that will contribute to the success of our projects by promoting brand awareness through coordinating content calendars, creating marketing collateral, and curating content for social media, email campaigns, and websites. The Farm Brand Coordinator is also responsible for acting as point person on retail store operations at the farm, from working the store itself to creating inventory lists, and organizing supplies.

This is a full-time, in-office position located in Turkey, NC. Your regular weekly schedule will be Monday through Friday, along with working stores on a rotation with the rest of the Wilders farm team. The team will work to coordinate schedules in advance, including special events, to ensure a good work-life balance.

### Job Responsibilities

- Follow company brand standards
- Implement digital marketing strategies
- Coordinate and implement content calendars
- Curate content for social media, blogs, email campaigns, websites, and other marketing collateral
- Monitor and report on digital content performance to strategize future campaigns and promotions
- Connect with customers by working Wilders retail locations and other events including farmers markets, pop-up shops, and farm tours
- Assist with customer experience and engagement through our customer loyalty program and online database
- Produce printed content including but not limited to, sale catalogs, advertisements, newsletters, and other printed marketing collateral
- Assist with WILD brand and marketing initiatives including but not limited to curating content, monitoring digital content performance, coordinating content calendars

## Qualifications

- Associate's or Bachelor's degree in business, ag business, public relations, marketing, communication or related field
- Must have a valid driver's license
- Digitally savvy with social media platforms, SquareSpace, Google Suite, and Klaviyo experience
- Preferred graphic design experience with software such as Adobe InDesign, Photoshop, Canva
- Preferred experience with photography, videography and/or cinematography
- Prior experience with livestock or agriculture marketing
- Excellent verbal, written and editing communication skills. Capable of crafting engaging content for blogs, social media, or other collateral
- Excellent interpersonal skills with a customer service mindset
- Ability to work in a fast-paced environment, learn quickly, and be a hands-on team player
- Highly organized with initiative and ability to simultaneously manage multiple projects at a time
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## Why Work For Us?

Our mission is to impact and develop our employees and those we do business with each and every day. We are only able to achieve our mission by living out our Core Values. Our Core Values provide us with a clear understanding as to what our culture is all about - Will to Win, Intentional Adaptability, Live Compassionately, and Disciplined Execution.

Our Core Values are built on the foundation of Faith and Family. Our Faith in God guides us; to believe the best in each other, value family, and love our community.

## Perks & Benefits

- Company Housing - If requested, Wilders will provide onsite housing.
- Community Volunteer Opportunities: One of our core values is "Live Compassionately". We take time throughout the year to get connected with and come alongside our local community.
- Health Insurance: We offer health insurance to all full-time employees and their eligible dependents.
- Retirement Program: Saving for your future is important and RiverWild will match your contributions up to 4%.
- Paid Time Off: We offer a competitive PTO program for our employees.
- Wilders Discount: All employees receive a 25% discount on all meat and produce products from Wilders Farm.