



JOB POSTING

Marketing Manager

Location: Headquarters, Oceano CA
Reports to: Director of Sales & Marketing
Salary Range: Based on experience and education

Employee Benefits

- Profit Sharing – Annually
- 401k - Eligibility after 3 months. 100% matching up to 6% of salary
- Health Insurance - Eligibility after 1 month, 100% paid for employee and 50% for dependents/spouse/domestic partner (Medical/Vision/Dental/Life & LTD)

At Bejo Seeds, Inc., we are dedicated to fostering diversity and inclusion in our workplace. As an equal opportunity employer, we welcome veterans and individuals with disabilities to join our team. Our primary focus revolves around delivering high-quality, market-specific vegetable seeds. As a vital part of the global Bejo team, we are actively involved in various aspects of our industry, including breeding, seed production, marketing, sales, trials, product development, and customer support.

A Brief Overview

Responsible for developing marketing strategies and driving the execution of a targeted marketing plan that will assist with the development of specific markets and the achievement of Bejo U.S. seed revenue targets. This includes the development of strategies, marketing tactics and activities which enhance or distinguish Bejo U.S. within the North American Vegetable Seed space and may encompass multiple portfolios. Responsible for working with the Bejo U.S. Commercial Sales Team and key seed customer relationship management.

Essential Activities

- Develop the annual marketing and communication plans for Bejo Seeds U.S. aligned with long term growth objectives and the Bejo Seeds, Inc. corporate guidelines.
- Lead the digital marketing strategy for Bejo Seeds U.S. in collaboration with international stakeholders.
- Create and distribute marketing materials to customers (advertising, technical collateral, tradeshow materials, price lists, etc..) and ensure the Bejo brand is presented effectively, consistently, and aligned with global brand standards.
- Conduct routine market evaluations with the Regional Market Manager to determine market penetration/segmentation, growth strategies, and channel partner assessment/go to market.
- Design and execute targeted multi-channel marketing campaigns.
- Represents the company in key business/ strategic meetings and industry committees to solicit feedback on company marketing programs and support internal communication plans.
- Develop and maintain strong working relationships with strategic partners/customers following planning/review meetings.

Bejo USA & Canada

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- Develop and ensure implementation of “technical sell sheets” for sales representatives, including product rationale, positioning, competitive overview, companion products, etc.
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- Coordinate and participates in cross-functional teams/groups, (i.e., launch teams); to develop strategic and tactical marketing strategies.
- Represents the company on selected visits to customers in order to support field activities or to solicit feedback on company products and marketing programs.
- Ability to Travel is required both domestic and international, expectations is 10-15% of your work time.

Qualifications

- Bachelor’s degree in marketing, business administration or agriculture related field.
 - Proven experience in managing marketing campaigns, coordinating promotional activities, and conducting market research within the agriculture market is valuable
 - Leadership experience, such as managing a marketing team or coordinating with cross-functional teams.
 - Previous experience in marketing strategy development, product marketing, and brand management in the agriculture industry or related field preferred.

Knowledge, Skills & Abilities

- Proficiency in market research and analysis to identify opportunities and challenges in the agriculture market.
- Strong knowledge of agricultural industry trends, market dynamics, and customer needs. Technical understanding of the vegetable seed industry. Experience with (CRM) Customer Relationship Management systems.
- Microsoft Office (Word, Excel, Outlook, PowerPoint, and Office 365)
- Adobe Design Software – Photoshop, Illustrator, InDesign, Premiere Rush, Acrobat Pro
- Creativity and innovation in devising marketing campaigns and strategies for agricultural products.
- Web Platforms – Perfion, Drupal and Wordpress

Our people are passionate about what they do, the products they sell, and the customers they serve. If you're looking for an opportunity to be a part of a work family and culture that values collaboration, innovation, and dedication, we're the right company for you.