



800.883.1844

LOGIN

ENGLISH

Search

Like 3.2k

[HOME](#) [ABOUT GOWAN](#) [PRODUCTS](#) [NEWS](#) [CAREERS](#) [OUR LINKS](#) [CONTACT US](#)

[HOME](#) [CAREERS](#) [MARKETING COMMUNICATIONS SPECIALIST - MWE AND SOUTH REGIONS](#)

Gowan Company is always interested in receiving inquiries & resumes from qualified individuals for employment and/or consultancy services.

Careers



Marketing Communications Specialist - MWE and South Regions

Job title: Marketing Communications Specialist - MWE and South Regions

Sub title: Full Time

Duties and Responsibilities

- * Works with Midwest, East, and South Regional Sales Reps, All Product Managers, and the Creative Lead / Designer to project manage (budget, plan, and execute):
 - National print ads
 - Regional print ads
 - Radio ads
 - Sales one-sheets (Information Bulletins)
 - Product trade show banners
 - Product branded gifts (product launches)
 - Sweepstakes
 - Product-specific ad hoc requests
 - EBlasts / Email marketing
- * Management of product and department budgets
- * Facilitate annual or bi-annual meetings with PMs to discuss product positioning, strategy, and plan (including budget) for upcoming projects
- * Maintain relationships with vendors, negotiate media buys for ad space (all regions)
- * Collaborate with fellow marketing specialist on label book, ads, budgets, and other projects that require group effort
- * Tracking of campaign metrics to gauge effectiveness
- * Maintain organization in SharePoint and Q Drive for:
 - Product plans / schedule, budget, photos, logos, presentations, IBs, etc.

Required Skills / Attributes

- * Ability to work in a fast-paced environment and achieve important deadlines on your own
- * As well as the ability to work well within a team environment where collaboration is critical
- * Strong organizational / time management / prioritization skills
- * Strong communication skills (written and oral)
- * Strong interpersonal / relationship building skills - ability to work with a wide range of personality types

CONTACT INFORMATION

Human Resources
 Gowan Company
 370 S Main Street
 Yuma, AZ 85364
employment@portal.gowantribe.net

- * Not adverse to handling conflict
- * Solid work ethic

Experience / Education Required

- * Bachelor's degree in Communication, Project Management, Marketing, or similar OR 5 years' experience in marketing, project management, or similar
- * Agriculture experience a plus
- * Adobe Creative Suite experience a plus

****Must be legally authorized to work in United States****

[Return To Previous Page](#)

About Gowan

- Home
- About Gowan
- Products
- News
- Careers
- Our Links
- Contact Us
- Login
- SiteMap

Gowan Worldwide

- Gowan USA
- Gowan International
- Gowan Canada
- Gowan Mexicana
- Gowan Italia
- Gowan TurfandOrnamental
- Gowan Espanola
- FAQ

Products by Group

- Fungicide
- Herbicide
- Insecticide
- Miticide
- Nutrition

Gowan Company

Gowan Company · 370 South Main Street · Yuma, Arizona 85364 · 800.883.1844 · info@gowanco.com

Copyright © 2011 Gowan Company LLC.

All information provided in this website is intended for general information purposes only. Always read and follow label instructions. Not all products are registered for use in every location. Please check with Gowan Company or your local State Agency for product registration status. No representation or warranty of the performance of a product, or instruction as to use, other than as specified on the label, is intended.