JOB TITLE Director of Marketing
DEPARTMENT Marketing
REPORTS TO General Manager
STATUS 1.0 FTE; Exempt

PURPOSE/SCOPE Responsible for driving profitable growth across the dealer network and grower base. This role determines where Peterson competes, how the company communicates its value, and how demand is generated, while measuring the effectiveness of marketing initiatives.

Serving as a strategic partner to Sales, this role owns segmentation, positioning, demand programs, launch planning, and the tools that support Sales success. Sales maintains ownership of dealer relationships and closing business, while Marketing and Sales share growth goals and a commercial calendar.

RESPONSIBILITIES

Strategy, Position and Marketing Insight

- Build the annual marketing plan and budget around company strategy, sales priorities, customer needs and the seed selling cycle, recommending reallocations based on performance.
- Own positioning by crop and segment, turning product and agronomy evidence into one consistent Peterson story.
- Use market intelligence, competitor analysis, customer feedback and win/loss reviews to find growth opportunities.
- Serve on the leadership team and own the growth, brand and customer goals of the company strategy.

Dealer Growth and Grower Demand

- Segment dealers and growers using the book of business and CRM data, setting Protect, Grow, Acquire and Recapture priorities jointly with Sales.
- Lead programs for dealer recruitment, onboarding, activation and growth, including co-branded and local resources.
- Run grower acquisition, retention, lost-grower recapture and corn/soybean cross-sell campaigns, and measure conversion into profitable business.
- Keep the territory manager playbook, dealer manual, recruiting kits, presentations and value-proposition materials current.
- Spend time in the field with dealers, growers and territory managers.

Programs, Launches and Brand

- Lead marketing for product launches and commercial programs, including Promise Plus, early pay, and grower and dealer incentives. Make value and requirements clear, and measure whether each program changes customer behavior profitably.
- Coordinate launch timing and messages with Product, Agronomy, Sales and Operations so claims are supported and promises can be delivered.
- Direct integrated campaigns across web, email, digital advertising, social, print, video and events, and keep the brand consistent at every touchpoint.
- Develop brand architecture and seed/grain marketing cross-sell plans with HC International.
- Set objectives and direction for Dealer Kickoff, field days, trade shows and grower meetings, tying each one to customer priorities, follow-up and measurable outcomes.

Data and Financial Accountability

- Build a concise marketing scorecard with Sales and Finance to track conversion, productive dealer growth, retention, program economics and contribution against agreed baselines.
- Evaluate results after discounts, incentives and variable costs. Separate incremental business from sales that would have happened anyway, and avoid double counting across programs.
- Own CRM contact quality, segmentation and campaign tracking, working with Sales and IT.

Team, Budget and Partners

- Lead and develop the current marketing team reporting to this role.
- Set clear responsibilities and hold staff, agencies and vendors accountable for quality, deadlines, budget and results.

Perform other duties as assigned

REQUIRED QUALIFICATIONS

- Bachelor's degree in marketing, business, communications, agriculture, agronomy or a related field, or equivalent experience
- 10+ years of progressive marketing experience, including at least 5 years leading marketing strategy, a team and a budget
- A track record of marketing programs that drove measurable growth through a dealer, distributor or channel network
- Experience as a strategic partner to a sales organization, with clear shared goals
- Strong analytical skills including segmentation, customer economics, ROI measurement and CRM data
- Experience directing brand, creative, content and digital work, and managing agencies. Able to judge quality and guide specialists without producing every asset.

PREFERRED QUALIFICATIONS AND EXPERIENCE

- Seed, crop protection or ag inputs experience, ideally in the Upper Midwest
- Product launch or portfolio marketing experience
- Experience with brand integration after an acquisition
- Hands-on creative and graphic design experience

SUCCESSFUL CANDIDATE WILL POSSESS

- Strong strategic thinking skills and the ability to execute
- Leadership presence and ability to influence Sales, Product, and Agronomy
- Story-telling skills with clear communication that builds trust with dealers and growers
- Ability to tie every marketing decision to business results
- Customer-focused mindset with a passion for agriculture
- Commitment to demonstrating Peterson's Core Values:
  - Integrity
  - Team Contribution
  - Excellence
  - Positive Attitude

WORK ENVIRONMENT

This is an office-based role with frequent collaboration across departments, dealers and growers. Expect occasional travel across the region for dealer meetings, field days, trade shows and customer events. Occassional lifting of event materials up to 25 lbs.