

KELLEY MANUFACTURING CO.

Job Posting: Advertising Manager

Address: Kelley Manufacturing Co.
80 Vernon Dr.
Tifton, Ga. 31794
www.kelleymfg.com

Inquiries: Tammy Partain, Human Resources Director
P.O. Drawer 1467
Tifton, GA. 31793
tpartain@kelleymfg.com

Job Description: KMC is seeking a qualified candidate for its Advertising Manager position. This person would need to maintain a close working relationship with VP of Sales & Marketing.

- maintains a close working relationship with VP of Sales and Marketing.
- creating and managing company advertising program.
- maintaining a personal knowledge of KMC products and their performance.
- participating in Sales/Engineering meetings for purposes of exchanging advertising ideas and for purposes of maintaining a knowledge of how best to promote products.
- maintaining a website that best represents the company and its products.
- managing Co-op Advertising Program.
- creating, updating, and publishing brochures, videos, and other promotional materials that best represent the company and its products.
- creating instructional videos on how to operate KMC products and creating other instructional videos about KMC products.
- furnishing Territory Managers and VP Sales with a list of needed photos, videos, and testimonials, and working closely with Territory Managers in finding opportunities to obtain needed photos and videos (traveling as necessary to obtain same).
- working closely with Territory Managers and Engineers to get ideas and information for advertising the company's products: media, timeliness, performance, selling points, strengths, weaknesses of competitive tools.
- researching advertisements of agricultural products manufacturers for advertising ideas.
- researching competitive tools for purposes of promoting strengths of comparative KMC tools.
- preparing and publishing advertisements in various media as approved by VP Sales & Marketing, President, and CEO.
- scheduling and booking trade shows and obtaining reservations for company persons.

- participating in trade shows as needed and providing promotional materials and media advertisements for same. Managing payments for same.
- any other task(s) as assigned.

Benefits: KMC has excellent medical and other benefits such as participation in KMC's Employee Stock Ownership Plan (ESOP). Salary is based on qualifications and experience.

Qualifications:

Must have a least a bachelor's degree in Advertising and (2) two or more years' experience.