

Tennessee Department of Agriculture/Market Development Division

Marketing Specialist III Digital Media/Creative Specialist

Submit Resumes to Debbie.Ball@tn.gov

This marketing specialist position is a member of the Market Development Division creative team and plays an integral role in the promotion of the Tennessee Department of Agriculture's Pick Tennessee Products campaign.

Individuals interested in this position must be customer service and detail oriented and must be proficient in using Adobe Creative Suite. A photography portfolio is not required but would be beneficial for this position.

1. Graphic Design

- Participate in developing concept for ad campaigns, special promotions, and all TAEP materials
- Responsible for production of artwork for all ads (print and digital), all print materials, and artwork for all collateral materials (signage, display materials, specialty items, etc.)
- Responsible for submitting artwork to publications, media outlets, state printing or outside vendors
- Follow all state publication policies and procedures
- Maintain ad, photo and publications archives
- Assist other TDA divisions with creative projects as requested

2. Website Design and Maintenance

- Must be proficient in Dream Weaver
- Manage www.PickTnProducts
- Review for broken links and out of date content
- Make scheduled updates to site
- Create new pages for site as required
- Develop innovative ideas to keep the PTP web site current and consumer engaging
- Coordinate data base updates with TDA IT team

3. Manage the Pick TN Mobile app

- Make monthly updates to content using the provided CMS
- Check app for functionality on Android and Apple IOS devices
- Coordinate with outside vendor to resolve any bugs or issues
- Work to get new versions of the apps pushed into the Apple and Google play store through the state system
- Monitor reviews on app store pages respond to issues if they arise

4. Manage Social Media accounts for Pick Tennessee Products

- Create posts, monitor comments and provide response for all platforms, including Facebook, Twitter, Pinterest, Instagram, and YouTube
- Develop, produce and monitor online advertising campaigns
- Monitor and disseminate reports of metrics from each platform

5. Provide web site development and support for Market Development TN.gov pages

- Review for broken links and out of date content
- Make updates using information provided by marketing specialists

Education and Experience: Graduation from an accredited college or university with a bachelor's degree in agriculture science, agribusiness, or marketing and experience equivalent to three years of full-time experience developing, implementing, and evaluating multiple phases of programs related to marketing, agriculture, or home economics.

Substitution of Experience for Education: Full-time experience in developing, implementing, and evaluating multiple phases of agricultural marketing programs may substitute for the required education on a year-for-year basis to a maximum of four years.

Substitution of Education for Experience: A master's degree in Agricultural Business, Agricultural Economics, Agricultural Marketing, or a related agribusiness area may substitute for one of the three years of required experience.

OR

Graduation from an accredited college or university with a bachelor's degree and experience equivalent to four years of full-time experience developing, implementing, and evaluating multiple phases of programs related to marketing, agriculture, or home economics with at least one year of full-time experience developing, implementing, and evaluating multiple phases of programs related to agricultural marketing.

Necessary Special Qualifications: A valid vehicle operator's license may be required for employment in some positions.

Examination Method: Education and Experience, 100%, for Career Service positions. For Executive Service positions, Minimum Qualifications, Necessary Special Qualifications, and Examination Method are determined by the appointing authority.