



Navajo Agricultural Product Industry Job Description

Job Title: **Marketing Director** Location: **Farm Operations Center**

Work Schedule: **Varied** Department: **120- Marketing**

Exemption Status: **Exempt** Grade: **25**

Salary Range: **\$45,000.00 to \$85,000.00/year (DOE)**

Reporting Relationship: **This position reports to the Chief Operating Officer**

Summaries of Duties and Responsibilities

The position was created to provide management supervision, strategic and operational decision making for the Marketing division in providing market research, strategic marketing plans, sales and distribution of “Navajo Pride” products to local, national and international markets.

Shared Responsibilities:

- Support the mission, vision, and goal of Navajo Agricultural Products Industry.
- Support excellence in our customer service philosophy.
- Adheres to all company policies and procedures.
- Follow safety guidelines and participate in trainings.
- Practice good stewardship of NAPI property and follow policy.
- Act in a professional manner at all times.
- Function from INTEGRITY, HONESTY, and LOYALTY in all activities concerning NAPI.
- Follow the current NAPI Strategic Plan initiatives.
- Maintain a team environment with other departments.
- Champion NAPI in the community.

Primary Duties and Responsibilities:

Essential Functions

1. Formulate, direct and coordinate marketing activities and policies to promote products and services, working with Crop and Sales Managers.
2. Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, cost and markup factors.
3. Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
4. Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.



Navajo Agricultural Product Industry Job Description

5. Develop pricing strategies, balancing firm objectives and customer satisfaction.
6. Compile lists describing product offerings.
7. Initiate market research studies and analyze their findings.
8. Use sales forecasting and strategic planning to ensure the sale and profitability of products, analyzing business developments and monitoring market trends.
9. Consult with buying personnel to gain advice regarding the types of products expected to be in demand.
10. Writes and administers the annual marketing budget.
11. Develop, implement and maintain the marketing division budget and operations plan.
12. Research and analyze NAPI's market environment identifying target markets.
13. Develop strategic marketing plan and annual marketing operations plan.
14. Review and analyze sales by customers, volume, price packaging and geography; determine target customers and volume; negotiate forward market contracts.
15. Maintain daily knowledge of markets, price, flow, and volume externally.
16. Implements and periodically revises the company's marketing and public relations plan.

Performs other related duties and assignments as required.

Education, prior work experience, and specialized skills and knowledge:

- This job requires a High School Diploma (or GED or High School Equivalence).
- This job requires College course work in Agri-Business, Business, Marketing or relative field of study required.
- A Bachelor of Science Degree in Agri-Business or Marketing is required.
- This job requires the incumbent to have a valid driver's license.
- This job requires the incumbent to have 3-5 years of experience in Agri-Business setting and a thorough knowledge of marketing principles.
- Past Supervisory or Management experience is highly preferred.
- Education/training can be substituted for previous work experience.
- Ability to use a computer, Internet Explorer, Windows software, Microsoft Office XP components such as Excel, Word, Power Point and E-mail programs is required.
- Ability to use search engines, data queries, and assimilate printed information is required.
- Ability to speak in public is required.



Navajo Agricultural Product Industry Job Description

- Ability to communicate effectively orally and in writing in the Navajo language is helpful.
- Ability to operate a Company vehicle and, a two-way radio.
- Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Ability to apply concepts of basic algebra and geometry.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- This job requires being reliable, responsible, and dependable, and fulfilling obligations.
- This job requires being careful about detail and thorough in completing work tasks.
- This job requires being pleasant with others on the job and displaying a good natured, cooperative attitude.
- This job requires being honest and ethical.
- This job requires a willingness to lead, take charge, and offer opinions and direction.
- This job requires a willingness to take on responsibilities and challenges.
- This job requires persistence in the face of obstacles.
- This job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
- This job requires being open to change (positive or negative) and to considerable variety in the workplace.
- This job requires developing one's own way of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.

Physical environment and working conditions:

This job requires you to work in and out of the office with exposure to hot and cold temperatures.

Physical Demands

Hearing

Reaction Time

Standing

Visual Acuity

Sitting

Manual Dexterity

Visual Color Perception

Whole Body Steadiness

Walking



Navajo Agricultural Product Industry Job Description

Climbing

Business machines and computer software used:

A personal computer or laptop, windows XP, Microsoft Office Suite 2007 (Word Excel, Power Point and Outlook), company vehicle and a Two-Way Radio.

Other factors, such as access to confidential information or contact with the public:

Must read and acknowledge NAPI's Non-disclosure agreement.

I have reviewed the above job description and have an understanding of my job duties. I understand I will be evaluated on each of the duties described above.

_____ Employee _____ Date

_____ Supervisor _____ Date