

CLBOYD

— SINCE 1913 —

Position: Coordinator, Marketing
Reports to: Jim Crews – Director, Marketing

Basic Function

Responsible for executing defined marketing strategies that align with Boyd's strategic marketing direction. Candidate will be primarily focused on CL Boyd's marketing programs – partnering to execute the overall strategy and marketing direction. He will report to Jim Crews.

Critical Roles

- ★ **Assist Boyd's leadership team with alignment on Deere's Dealer Branding Standards**
Support Boyd's visual identity and branding with Deere's Dealer Standards across the following:
 1. Letterhead
 2. Business cards
 3. E-mail signature blocks
 4. Boyd's website
 5. Dealership signage
 6. Advertising media
 7. Social media platforms
 8. Promotional merchandise

- ★ **Execute Boyd's marketing communication strategy** – this includes:
 - www.clboyd.com - managing designated aspects of Boyd's public website and ensuring content consistently aligns with Boyd and Deere/Hitachi strategic initiatives.
 - **Holistic marketing tracking** – Assist in the build and maintenance of a multi-touch sales CRM system.
 - **Digital marketing** – Oversee and execute regular content updates across Boyd's social media platforms, including (but not limited to) Facebook, Twitter and YouTube.
 - **Assist Boyd's advertising activities** – Executing media strategy by developing ad content and managing all logistics associated with advertising activities. Boyd's advertising activities should utilize Deere/Hitachi (and other manufacturers) advertising resources when possible.

- ★ **Manage Boyd's merchandising activities** – this includes:
 - **Parts retail showroom** – working with the parts teams at each location to keep Boyd's retail showrooms professionally merchandised.
 - **OKC yard** - working with the OKC Sales Coordinator and Manager helping to merchandise new and used equipment on Boyd's OKC yard.
 - **Messaging** – supporting all merchandising with relevant messaging, including the utilization of flat panels, *Dealer Sales Channel*, signage, banners and other promotional media.
 - **MachineFinder** – continuously update content and images for Boyd's machine listings on Deere's MachineFinder marketing platform.

- ★ **Manage Boyd's participation in relevant industry events** – this includes executing Boyd's participation strategy and managing on the ground logistics associated with events.

- ★ **Skills Required**
 - Knowledge of digital marketing systems: Google, Facebook, Twitter, LinkedIn etc...
 - People skills. Ability to interface with customers and prospect employees
 - Knowledge of design programs to assist in asset creation for social media, email and print flyers



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