



North American Multi-Species Marketing Coordinator

- **Position:** North American Multi-Species Marketing Coordinator
- **Department:** Marketing
- **Location:** Nicholasville, KY
- **Country:** United States

Description

Immediate need for a highly creative, clear communicator with unrelenting grit to lead Alltech's aquaculture, equine and pet food marketing as the North American Multi-Species Marketing Coordinator. Qualified candidates must be able to scale Alltech's growing business, build upon Alltech's positive team culture and work as an ambassador for the industry. The ability to live and work remotely outside of the Nicholasville, Kentucky area for this role may be possible.

Responsibilities

- Lead, deliver and drive Alltech's multimillion-dollar North American Aquaculture, Equine and Pet Food Marketing programs
- Work with the North American Species Leads (aqua and pet food), the North American Sales Team (25+ members), the North American Regional Marketing Team (10+ members) and the North American Species Marketing Team to improve customer experience, reach sales goals and work toward a Planet of Plenty
- Creatively drive new marketing initiatives to help solve customer problems
- Help manage major trade shows and events, such as Aquaculture America and Pet Food Forum, and support other regional events
- Maintain and develop relationships with key customers and industry marketing personnel
- Create external and internal marketing messaging: print, digital, website, blogs, social media, etc.
- Develop and maintain a budget for the North American Aquaculture, Equine and Pet Food Marketing Team
- Actively contribute to Alltech's global marketing team and overall company goals

Requirements

- Bachelor's (or master's preferred) degree in animal science, dairy science, business, marketing and/or a related field
- 2-4 years of experience in animal agriculture, nutrition and/or a related field
- Highly creative, clear communicator (both written and oral) and business-minded



- Positive, team-oriented nature with a growth mindset and passion for animal agriculture
- Excellent project management skills, interpersonal skills, multitasking ability and attention to detail
- Previous experience in preparing, monitoring and managing budgets and event marketing
- Tech-savvy skills including Microsoft Office: Excel, Word and PowerPoint at a minimum
- Ability to travel domestically and internationally
 - Approximate travel: 75% office, 15% travel to events/trade shows, 10% travel to customer visits/sales support

More Info

Founded in 1980 by Irish entrepreneur and scientist Dr. Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our products improve the health and performance of plants and animals, resulting in better nutrition for consumers and a decreased environmental impact.

We are a global leader in the animal health industry, producing additives, premix, self-fed supplements and feed. Celebrating 40 years in 2020, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens.

Our more than 5,000 talented team members worldwide share our vision for a Planet of Plenty™. We believe agriculture has the greatest potential to shape the future of our planet, but it will take all of us working together, led by science, technology and a shared will to make a difference. Alltech is a private, family-owned company, which allows us to adapt quickly to our customers' needs and maintain focus on advanced innovation. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world. For more information, visit Alltech.com, or join the conversation on Facebook, Twitter and LinkedIn.

Alltech offers a comprehensive benefits package and an atmosphere for professional and personal development. We are an equal opportunity employer and do not discriminate against qualified applicants based on race, color, creed, religion, ancestry, age, sex, marital status, national origin, disability or handicap, or veteran status.

Contact Info

Please send resumes to careers@alltech.com. No phone calls please.