

JOB DESCRIPTION

Job Title	Farmer Engagement Event Representative
Division	Discovery Farm & Events
Reports To	Shuana Brand, Director of Sales Operations

Job Purpose

If you are looking to grow your work experience in the agriculture industry, look no further! Apply to join our team today!

We are seeking a temporary, **Farmer Engagement Event Representative** who is committed to connecting with our farm audience. Glacier FarmMedia will be at the Brandon Ag Expo from October 25-October 28, 2023. This is a new role that will contribute to the promotion of our two newly created cattle websites to our agriculture audience.

Glacier FarmMedia is the go-to gathering place and learning hub for farmers and agricultural industry to share stories and insights. With publications like The Western Producer, Canadian Cattlemen and Grainews, events like Ag in Motion, listings like AgDealer and a weather network, Glacier FarmMedia connects with farmers for news, production, livestock, weather, and markets information.

This position is a term position, from October 25 – October 28, 2023. Other opportunities to join our team at other events in Western Manitoba are also available. For example,

Glacier FarmMedia will be at the annual Manitoba Ag Days Event from January 16- January 18, 2024 if you are interested in other future opportunities!

Duties and responsibilities

- Promoting the latest products from Glacier FarmMedia
- Engage with farmers and gather feedback about the two new websites from Canadian Cattlemen
- Interact with farmers attending the show and give out Glacier FarmMedia product branded swag.
- Obtain subscriptions, leads and emails for various newsletters across the network of Glacier FarmMedia products with bonus potential for sales and leads.
- Job duties at events may include picking up booth, banners, and promotional items, taking them to events.

Qualifications

- Experience working with the public and an outgoing attitude who likes to talk about farming practices with farmers.
- Familiarity with agricultural livestock community and passion for Agriculture Industry
- Be a friendly, confident communicator that is outgoing and approachable.
- Thrive in a fast-paced environment.

Working Conditions

- In Person, Physical Location - Brandon, MB

Please note, other duties may be assigned at the sole discretion of the Company, a member of the Executive Leadership Team and/or the line manager. Duties and responsibilities, reporting relationships and direct reports are subject to change as the business changes at the sole discretion of the Company. Should significant changes occur, a renewed job description will be shared with the employee.