

Marketing Operations Manager



WHAT IS A MARKETING OPERATIONS MANAGER?

An Operations Manager works on the farm to help guide daily tasks and achieve specific goals. A marketing manager focuses on how to advertise and “sell” product directly to consumers and other supply chain groups, including grocery stores. Marketing methods may include advertisements through print and online publications, social media campaigns, or running events directly on the farm.



CAREER HIGHLIGHTS

- Rewarding work that helps people and the environment
- Working with a team
- Developing or using technology
- Work that changes daily and seasonally
- Opportunities for travel, advancement and promotion
- Continuous learning through problem solving



EDUCATION AND TRAINING

- Bachelors degree program (ie. marketing, business administration, management, advertising, computer science or other relevant disciplines. Further studies may be required for certain positions. 3-8 years experience in marketing operations
- **Related School Subjects:** Science

CORE DUTIES

of a Marketing Operations Manager

Planning and running marketing initiatives

that benefit the farm site and products

Gaining hands on experience in running a farm

Education

Leveraging social media to educate and engage consumers in agriculture

Marketing Operations Manager

WORKPLACE

Indoor/Outdoor

SALARY RANGE

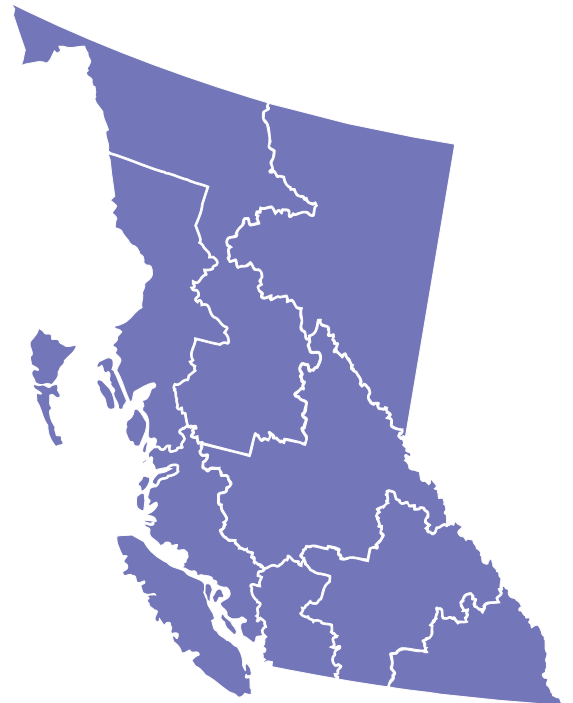
Approximate Starting Salary Range:
\$67,000-\$86,000/year

STAND OUT SKILLS

- **Analytical thinking:** Evaluate farm operations and marketing strategies
- **Creativity and innovation:** Develop campaigns and solutions for marketing and farm operations
- **Mechanical:** Hands-on involvement with farm equipment
- **Problem solving:** Address operational and marketing challenges effectively

SIMILAR AND RELATED CAREERS

- Communications Specialist
- Community Education Manager
- Event Coordinator



LOCATION

BC wide



"I learned what purpose meant through farming, and I'll never feel unfulfilled again."

- Tyler Heppell



Hear more from
Tyler [HERE](#)

