

Marketing Specialist



Description

Hallway Feeds (www.hallwayfeeds.com), a family-owned company recognized as a leader in the manufacturing and marketing of premium equine feeds and supplements, seeks candidates for a full-time position in the Marketing department. This position is located at our office in Lexington, Kentucky. Our business is, and will continue to be, focused on manufacturing and delivering the highest quality feeds and uncompromising customer service.

The position will include producing and posting content to utilized social media channels (Facebook, Instagram, and X currently), leading tours through our office, production, warehouse, and shipping areas, website updates, shipping online merchandise sales, and other related tasks.

Responsibilities

- Social Media
 - Post updates to all utilized social media channels
 - Create posts, reels, vertical videos, etc.
 - Check and respond to messages on those platforms
- Marketing Support
 - Website updates
 - Website contact communications answered or shared with correct person to handle
- Sales Team Support
 - Shipping materials, samples, ads, product cards, info, etc. to field team
 - Fulfilling orders from online sales of merchandise and feed
- Merchandise
 - Update online merchandise platform and fulfill orders

Requirements

- Interest in an equine-related career
- Reliable transportation to and from work
- Familiarity with Office based software
- Photography/videography experience
- Knowledge of social media platform operations, running ads, analytics, etc.

Specifics

- Monday to Friday
- Weekend work possibilities depending on events
- Full-time compensation will include: health, dental, vision, and life insurance; Paid time off; Retirement plan

Preferred

- Education: associate degree or higher

Contact / Please send resumes to:

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