



## Media & Accounts Manager Job Description

McCracken is on a mission to create meaningful connections across the supply chain that empower farmers and make agriculture more productive, profitable and sustainable. We are committed to bringing client visions to life while building a people-first agency culture. Please take a minute to get to know us at [wearemccracken.com](http://wearemccracken.com).

We are seeking a **Media & Accounts Manager** to support digital media execution and day-to-day client management across a diverse portfolio of agriculture clients at McCracken. This role works closely with the Director of Digital Strategy to implement, optimize, and analyze digital campaigns, and with Account Directors to assist with client communications.

This position requires a strong balance of strategic thinking, communication, and execution. The ideal candidate has a foundational understanding of digital marketing and is eager to learn more about driving performance across digital channels.

**If you are a proactive, detail-oriented communicator with a passion for agriculture and digital marketing, we'd love to hear from you.**

### Is this you?

- You love being a part of a team that is collaborative and solution-focused.
- You love working directly with clients and using strategic thinking to achieve tangible business results.
- You enjoy both client relationships and campaign execution.
- You are comfortable collaborating with internal teams and external partners.
- You are flexible, a quick learner, and can effectively communicate and prioritize.
- You have been around agriculture and worked in ag industry sectors.
- You are comfortable collaborating with remote teammates.

### Can you take responsibility for these?

- Support execution of digital marketing campaigns across channels, including paid media, social, email, and web.



- Manage several social media accounts, including content calendars, scheduling posts, community management, and analyzing performance metrics
- Write copy for a variety of platforms (social media, websites, collateral, video scripts).
- Assist in building and managing media plans, budgets, and timelines.
- Monitor campaign performance and provide insights and optimization recommendations.
- Support client communication, including status meetings, updates, and reporting.
- Develop clear, actionable creative briefs for internal teams.
- Maintain master calendars and ensure alignment across campaigns and initiatives.
- Collaborate cross-functionally with creative, digital, and project management teams.
- Stay current on digital trends, platform updates, and emerging tools relevant to agriculture audiences.

### **What are you great at?**

- Demonstrating an understanding of the client's audience, product portfolio, and marketing strategies
- Taking the initiative to learn new things
- Managing multiple clients and projects simultaneously
- Client interactions and presentations
- Strategic thinking
- Working quickly and efficiently
- Performing well under pressure and tight deadlines
- Detailed, quality work

### **You'll fit right in if:**

- You're comfortable in a constantly changing environment where we learn and grow every day.
- You have experience across digital channels including paid media, social, email, and web.
- You are a self-confident team member who leaves their ego at the door.
- You thrive on collaboration and enjoy adding to the conversation.



- You possess a true team spirit, with a commitment to the success of the company and its clients, and have a strong sense of passion for the work and pride in the team.
- You understand how to manage up and down.

**Requirements:**

- 3+ years of agency experience in account management, digital marketing, or media execution
- Experience working within the agricultural industry (in-house or ag-focused agency)
- Strong understanding of digital marketing channels (paid media, social, email, web)
- Experience with tools such as Google Analytics, Meta Business, HubSpot, or similar platforms
- Advanced proficiency in Adobe Creative Suite

**Salary Range:**

- Compensation will be based on talent, expertise, and experience. The proposed salary range is \$50,000 - 68,000.

**Benefits:**

- People-first, flexible work environment
- Unlimited vacation
- Stipend for cell phone and internet bills
- Health, vision, and life insurances
- Up to 3% retirement match
- 8 weeks paid maternity leave or 4 weeks paid paternity leave

To apply, email your resume and portfolio to [team@wearemccracken.com](mailto:team@wearemccracken.com) with the subject line Media & Account Manager Application - [Last name, First name].