**MARKETING MANAGER OF AGRICULTURE AND OFF-ROAD** *June 2025*

***Fuel your career with purpose. Are you passionate about developing consumer messaging and creative for video, digital, radio, and social? Join a bold, mission-driven team bringing clean energy to the forefront of agriculture and off-road innovation. In this high-impact role, you’ll lead smart, strategic campaigns, transform complex technical data into compelling stories, and drive real growth where sustainability meets creativity and market leadership. For more information about this exciting opportunity, read on…***

The **PROPANE EDUCATION & RESEARCH COUNCIL** (PERC) has an amazing opportunity for a **Marketing Manager of Agriculture and Off-Road.**  The first energy council of its kind, PERC, a non-profit, works with retailers, consumers, and partner industries to drive technology development in order to expand adoption of propane as a clean, domestic, and affordable energy source. This position reports to the Senior Vice President of Communications and Marketing and is classified as Exempt.

**Job Summary:**

The Marketing Manager of Agriculture and Off-Road is responsible for leading the strategy development, creation, execution, and evaluation of marketing and PR plans for the Agriculture and Off-Road markets. The Manager works with Business Development counterparts to ensure all marketing and communications programming is on strategy, on time, and on budget. Manages the creative brief process for the two markets. Works with PR partners to ensure all messaging supports PERC’s strategic priorities, goals for the appropriate markets, and is on budget. Serves on the Rapid Response team with specific responsibility to translate market-specific technical data into clear and concise language and to verify accuracy of all claims related to markets. Ensures that all market materials are on brand and communicated in a consistent and accurate manner. Other duties as assigned.

**Experience and Requirements:**

* 5 years of experience managing paid media plans and leading PR efforts.
* Deep understanding of communication tactics, including video, print, web, social and other forms of communication.
* Passion for learning.
* Working knowledge of the agriculture and off-road markets.
* Write and conduct presentations and webinars.
* Create spreadsheets to track and manage market budgets.

**Abilities and Attributes:**

* Exhibits the values of the organization: Collaborative, Dependable, Respectful, Purposeful, Customer-focused.
* Strong written and verbal communication skills.
* Ability to build strong relationships with internal and external stakeholders.
* Ability to manage vendors and budgets.
* Project management skills
* Leadership skills
* Collaborative team player

**Education:** Bachelor’s degree in communications, marketing, or English preferred.

**Working Conditions:** Office Work Environment (76%-100%) / Travel (up to 25%)

In addition to a competitive salary, PERC offers excellent benefits such as: vacation and sick pay, 401(k) retirement plan, healthcare (to include Vision and Dental), LTD, Life insurance, and a wonderful and supportive work environment.

Please apply via this link: <https://propane.bamboohr.com/careers/47?source=aWQ9MjA%3D>

**ONLY APPLICANTS WHO ANSWER ALL APPLICATION QUESTIONS AND MEET THE STATED QUALIFICATIONS WILL BE CONSIDERED.**

**THE PROPANE EDUCATION AND RESEARCH COUNCIL IS AN EQUAL OPPORTUNITY EMPLOYER*.*** *All qualified applicants will receive consideration for employment without regard to race, sex, color, religion, national origin, sexual orientation, gender identity, disability, veteran status or any other characteristic protected by federal, state or local law.*

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