



Company	OMEX Agriculture Ltd.
Main Site	Bardney, Lincoln
Job Title	Marketing Assistant
Contract Terms	Full time, Permanent

OMEX
OMEX is the market leader in liquid fertilisers in the UK, manufacturing and exporting a unique range of plant nutrients and crop health promoters nationally and internationally. OMEX is an innovative and exciting place to work.

Overview of Role
As the Marketing Assistant at OMEX you will support our growing marketing efforts. You'll help drive brand awareness, support sales initiatives, and assist with campaign development across digital and offline channels. The ideal candidate will be motivated with a creative flare and an interest in developing their career in agriculture with a company that champions your professional development.

Key Responsibilities
<p>Work with the Strategic Marketing Manager to:</p> <ol style="list-style-type: none">1. Assist in planning and executing marketing campaigns (print, digital, trade events).2. Develop a strong understanding of the OMEX product range, particularly understanding benefits versus competitive products.3. Create engaging content tailored to the agricultural sector, including blog posts, email newsletters, case studies, and product brochures.4. Support with market, customer, and competitor research to identify trends, opportunities, and threats.5. Support the coordination of trade shows, industry events, and demo days.6. Monitor and report on marketing metrics and KPIs.7. Maintain marketing databases and CRM systems.8. Assist other marketing team members across the UK and international OMEX companies where required



9. Support with the creation of high-quality content for our brochures, newsletters, press releases and technical updates that resonates with our target audience.
10. Assist with the management of OMEX website and social media, ensuring search engine optimisation.
11. Stay up to date with industry trends including customer needs, competitor activity, regulatory changes, sustainability trends, and digital ag innovations.
12. Select and manage external marketing agencies for marketing activities.
13. Collaborate closely with merchants, agronomists, product development, and sales teams to ensure market needs are reflected in marketing strategy.

Skills and Experience

- Bachelor's or master's degree in marketing, communications, business, or related field.
- Strong written and verbal communication skills.
- Digitally savvy with familiarity with digital marketing tools (email platforms, social media scheduling, basic CMS).
- Good organisational skills and the ability to manage multiple projects.
- Some experience with design tools (e.g., Canva, Adobe Suite) is an advantage but not essential.
- Excellent communication and interpersonal skills, with the ability to effectively communicate ideas/ concepts and build credibility across commercial and technical teams.
- Ability to work independently and to tight deadlines
- Interest or knowledge of the agricultural industry, seasonal cycles, grower behaviour, and distribution networks would be helpful but not essential
- Full UK driving licence (travel to other OMEX sites and events will be required).

The post holder should support the OMEX team in excellence for the Vision strategy & Focus on the Values of the business (see below).

Vision Strategy

Product Performance	Provide products that consistently meet / exceed expectations. Products that are reliable, efficient, accurate, easy to use and provide optimal nutrition to crops resulting in excellent crop yield, quality and sustainability.
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Logistics	Maximum customer satisfaction achieved through efficient infrastructure, accurate demand forecasting, effective system management and cost optimisation.
Technical Support	Commercial teams possess a deep understanding of products and application to help farmers use fertilisers more efficiently, have effective communication skills, respond in a timely manner and have a customer centric approach.
Quality	Consistently high-quality standards achieved in operations through continual evaluation of processes and product formulations to eliminate problems.
Safety	Superior safety standards achieved through establishing a strong safety culture where employees recognize the importance of safety, feel confident in reporting hazards and have the necessary training to work safely.
People	An engaged, motivated and loyal workforce that are encouraged, empowered and given a work environment that provides opportunities to reach their full potential.

FOCUS on Values	
Fulfilment	<ul style="list-style-type: none"> ● Happy ● Motivated ● Challenged ● Rewarded ● Developed ● Appreciated
One-Team	<ul style="list-style-type: none"> ● Communicate Well ● Support Others ● Align with decisions ● Involve the right people
Collaborate	<ul style="list-style-type: none"> ● Build partnerships based on trust and respect both internally and externally
Use a Strategic Mindset	<ul style="list-style-type: none"> ● Maintain a long-term perspective ● Innovate ● Think Broadly ● Be willing to change ● Use data to drive decisions
Strong Execution	<ul style="list-style-type: none"> ● Focus on priorities ● Coordinate resources ● Clear accountability ● Work at the right pace ● Don't cut corners