



Topcon Agriculture Product Marketing Intern

Position

Agriculture Product Marketing Intern

Dates & Duration

Summer 2022, 3-6 Months, 20-40 hrs per week (3 – 5 day workweeks)

Why Topcon?

Topcon Corporation is a global manufacturer of commercial optometry, positioning, and agriculture technology. We leverage the power of precision measurement to enhance key workflows in eye examination, civil-surveying, construction, and all phases of the farming cycle. From interactive consoles and interfaces to cutting-edge environmental sensors and machine control systems, interconnected by cloud-based devices and progressive management software, we're committed to pursuing solutions that make a real impact.

Topcon provides the opportunity to explore and push possibility. As a global organization, we embrace all perspectives to forge solutions. Our culture is collaborative and creative with an underlying drive to sustainably improve life.

Your Role

Work under Agriculture Product Marketing Manager to support product vision development, business growth analysis and storytelling framework for key solutions including guidance, smart implements, digital farm management, and livestock management technology. Provide customized research, analysis, content development, and process management to help drive product success and strategic decisions. Learn from and work with key cross-functional stakeholders including other areas of marketing, product management, business development, sales, and support. Analyze the market, create reports, develop relevant content, and explore new tools.

Activities

- Support customized ecosystem research and analysis on key agriculture solutions. Product reports and documentation on competition, markets, customers, technologies, etc.
- Develop content leveraging analysis and product marketing briefs. Digital booklets, brochures, web pages, media, etc.
- Support meetings and product marketing projects with cross-functional stakeholders. Take minutes and track takeaways.
- Monitor task process and efficiency. Ensure ongoing projects are executed.
- Capture solution/application media on-site and in-the-field. Coordinate with internal Topcon stakeholders and external customers to capture media.

Qualifications

- Pursuing degree in agricultural business, agricultural communication, bio-resource and engineering, or related degree (Junior - Senior level)
- Passion for technology, agriculture, global exposure, and progressive marketing tactics
- Attention to detail, organization, and process
- Agriculture or farming background (Preferred but not required)

Apply

https://topcon.wd1.myworkdayjobs.com/en-US/TopconPositioningCareers/details/Intern--Product-Marketing_JR102323

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