



Marketing Manager Job Description

Job Type: Full-time/Permanent
Role: Manage all marketing programs and marketing activities for TopBuilder Solutions corporate wide
Industry: Commercial and residential construction, Information technology, software development
Location: Houston, Texas

Summary

If you are a versatile marketing professional with strong experience in multiple disciplines, that enjoys the challenge of building and executing marketing programs, TopBuilder has a permanent position waiting for you. This position is a critical component of our aggressive growth strategy. Experience in digital marketing, construction and software/technology are important characteristics for this position. The position will report directly to the President and will interact with all areas within the company.

TopBuilder Solutions is a software and professional service company serving the residential and commercial construction industries. Founded in 2008, we provide cloud-based Customer Relationship Management (CRM) and marketing software to home builders and commercial contractors. We are an independent, financially stable, fast paced, innovative, and growing company serving hundreds of home builders, commercial builders and real estate agencies across the USA and Canada. We are based in Houston, Texas.

Job Responsibilities

As the Corporate Marketing Manager, you will be responsible for managing all marketing activities for TopBuilder Solutions. You will develop marketing plans and strategies to meet stated corporate sales and growth targets. You will also be responsible for executing your strategies and reporting progress to corporate management.

In addition to developing and executing the corporate marketing strategy, individual responsibilities will include:

1. Manage the corporate website and website content
2. Manage corporate pay per click, SEO, remarketing campaigns
3. Plan and manage trade show/user conference activities
4. Manage the corporate social media campaign
5. Develop and manage corporate marketing content such as:
 - a. Brochures/Handouts
 - b. Videos
 - c. White papers
 - d. Blog
 - e. Press releases
 - f. Announcements
 - g. Monthly Newsletter
6. Manage 3rd party lead generation sources such as Software Advice
7. Establish and enforce branding standards

Job Requirements

1. Demonstratable project portfolio
2. Experience building complex marketing programs and reporting on the results
3. Up-to-date with the latest trends, technology and best practices in online marketing
4. Competence as a creative writer with an eye for great emails and landing pages
5. A sense of aesthetics and a love for great copy and witty communication
6. Experience or exposure to the construction and/or software/technology industries
7. Strong project management skills
8. Excellent written and verbal communication skills
9. The ability to be productive and flexible in an unstructured working environment
10. The ability to work from home and from our offices in Houston, Tx
11. Ability to travel as necessary (2 to 4 times per year)
12. We're looking for someone with 4+ years of experience in marketing, has a Bachelor's Degree in Marketing or equivalent work experience.

Send inquires to info@topbuildersolutions.com