



Marketing Manager, Content and Digital Strategy

About Diamond C:

Founded in 1985, with headquarters in Mt. Pleasant, Texas, Diamond C Trailers is a family owned and operated business offering a robust lineup of innovative, feature-rich trailers, ranging from utility and car- hauler models to dump trailers and gooseneck models for heavy-duty equipment/machinery. Trailers are distributed throughout a vast network of approximately 200 Diamond C dealer partners, strategically placed across North America. Equally important as the products we sell are the values upon which we've built our business. The cornerstone of Diamond C is traditional family morals, including honesty, respect, humility, and integrity. We are a mission-driven company, and our Purpose is to fuel the growth and success of DC team members, our customers, and our community abroad.

This position is in Mount Pleasant, TX.

Duties/Responsibilities:

- Develops creative content strategies and leads the creative team in implementing these strategies
- Developing marketing campaigns and KPI's that tie into enterprise commercial goals
- Conducts market research and analysis to improve the company's marketing efforts
- Creates and implements digital customer engagement strategy
- Drives continuous improvement and maintenance of cutting-edge practices in online presence including all social media and web
- Responsible for creating ongoing best practices in SEO and maintaining a play book for consistent results
- Aid in leading the marketing department and coaching team members to success
- Oversees the production of advertising materials
- Performs additional related duties as assigned

Required Skills/Abilities:

- Bachelor's degree with major or minor in marketing preferred
- Proficiency with digital marketing and social media strategy
- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Ability to adapt to change and make last-minute revisions based on business needs and direction.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Minimum 2 years of experience in marketing and management
- Preferred high proficiency in data management and marketing tools (such as Google Workspace, CRM, Hootsuite, Brand24, Tableau, digital applications)

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.