

LEADERSHIP POSITION



DIRECTOR OF MARKETING AND BRAND

Location: On Site in Mount Pleasant, TX 75455

Company: Roadclipper Enterprises (Diamond C Trailers)

Welcome to Roadclipper Enterprises. We're more than just trailers—we're a people movement that equips North American Doers with the trailers they need to succeed. With three powerhouse brands—two premium open steel trailer lines (Diamond C, a full-blown feature rich, lifestyle brand and Baseline a “Basics Done Best” brand) and Work Trailers, an upscale retail trailer dealership—our story is just getting started. We need a marketing leader who's ready to come alongside us and forge the next chapter.

Who are we looking for?

You're not just a marketer; you're a visionary. A trailblazer. You're the kind of leader who builds the future, rather than waits for it to happen. Bold and strategic, you can connect creativity to action. You inspire trust and lead teams with clarity and confidence. You see the big picture but also know how to roll up your sleeves and get things done.

What You'll Do:

As our Director of Marketing, you'll command the helm of our marketing engine, widening our competitive moats with a passionate crew at your side. You'll lead and evolve our B2B & B2C marketing efforts across three brands—blazing trails in digital, creative, and experiential marketing.

- **Lead with Vision:** You'll drive the marketing strategy across all platforms, building brand identities that not only turn heads but turn customers into Raving Fans.
- **Innovate Relentlessly:** Develop and implement cutting-edge strategies and tools such as AI that keep us ahead of the curve (wider moats!)—from social media domination, influencer partnerships that move the needle and show stopping trade show booths.
- **Fuel Growth:** Leverage SEO, PPC, and everything in between to supercharge customer acquisition and loyalty. Your toolbox of digital skills is stacked—and you're not afraid to use it.
- **Enhance the Experience:** Infuse CX (customer experience) into touch points across the customer ecosystem to develop real-time voice of customer data that leads the business.
- **Inspire and Lead:** Your team includes graphic design, web management, digital advertising, and social media. Your job? Empower them to create marketing magic that delivers results.
- **Data Meets Creativity:** You'll balance bold, creative ideas with data-driven insights, constantly optimizing for impact and results.
- **Champion Our Purpose:** Your work will directly contribute to our core mission: To fuel the growth and success of our team members, customers, and the community abroad.

What You Bring to the Table:

- You've led marketing teams and built killer strategies that make brands unforgettable.
- You're fluent in social media strategy, SEO, PPC, and digital marketing, but you're also hungry for more—new ideas, fresh approaches, innovative tactics.
- Influencer management experience? Check. You know how to leverage connections to amplify the brand's reach.
- You have a knack for turning data into action. You know what works and what doesn't, and you pivot fast.
- You've got experience in customer experience (CX) and understand how to keep people coming back for more.
- Above all, you're a leader. People trust you. You're someone others want to follow because you're not just smart—you care.

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What you can expect:

- Room to Create, Innovate and execute: We believe in giving you the freedom to dream big and run. Your creativity won't be boxed in here.
- Support and Care: You'll find a team that's ready to lift you up, offer support, leverage each other's strengths and come alongside you for the journey.
- Personal and Professional Growth: We're committed to your success—whether it's providing opportunities for advancement or offering tools for continuous learning.
- Commitment to Quality: Just as we build the best trailers in the business, we're dedicated to building a culture of excellence.
- Fun and Energy: We work hard, but we also know how to have fun. From the day-to-day vibe to the big wins - we grow together!

Minimum Experience & Qualifications:

- 5 or more years of progressive hands on marketing experience
- 3 or more years leadership roles
- Bachelor's degree in Marketing or Equivalent experience

Why Join Us?

We're not your typical company. Roadclipper Enterprises is a place where big ideas are born, built, and brought to life. You'll be leading marketing for brands that inspire loyalty and passion—and working with a team that shares that same energy.

Plus, you'll be part of a culture where creativity, integrity, and grit drive everything we do. We believe in lifting each other up and creating a legacy that goes beyond business.

Benefits You Can Expect:

- Medical
- Dental
- Vision
- Long and Short Term Disability
- Employer Paid 25K Life Insurance
- Other Supplemental Policies
- Paid Parental Leave
- 401(k) & Company Match
- Scholarship Opportunities

Please include with your application:

- Resume including three references
- Cover letter highlighting the experience you would bring to enrich our brands, as well as three insights or recommendations that you offer based on your evaluation of our online brand presence.

Let's Build the Future Together.

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.