

Digital Marketing & Strategy Manager

In 1985, Mike and Kim Crabb founded Diamond C with a small team and a big dream. Over the years, the company has grown significantly, now employing over 900 team members. Diamond C remains a family-owned and operated business, with a strong emphasis on our foundational “Do Work, Love Strong” culture, which is based in Mt. Pleasant, TX.

We are unwavering in our commitment to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. Our purpose is to fuel the growth and success of our team members, customers, and community. We're dedicated to being a positive force for change and using our expertise to make a meaningful impact on our community abroad.

Purpose

Seeking a dynamic and strategic Manager of Digital Marketing & Strategy to lead the next phase of our digital growth. This role will own the digital ecosystem across three websites, elevate SEM & SEO strategies, and provide support and analysis of paid social media advertising. The ideal candidate is a visionary leader with the ability to think strategically while rolling up their sleeves to execute. You'll collaborate across teams; marketing, sales, product development, and our nationwide dealer network, to ensure Diamond C Trailers stands out as the leader in innovation, customer connection, and online presence.

Location: Mt. Pleasant, TX (Hybrid Work Option based on manager approval and business needs)

Responsibilities :

Digital Strategy & Website Management

- Oversee and maintain three company websites (corporate, dealer/partner, and product focused).
- Customize and optimize site content to support launches, promotions, financing programs, and campaigns.
- Implement UX/UI best practices with a focus on mobile optimization, dealer search functionality, and conversion-driven CTAs.
- Improve site speed, navigation, and multimedia integration (videos, 360° views, configurators).

SEO & SEM

- **Learning Center & Blog Growth**
 - Create and expand a Learning Center content strategy with high-value articles that answer customer questions (e.g., trailer maintenance tips, financing FAQs and product comparisons).
 - Elevate the Diamond C Blog with SEO strong, shareable posts targeting both informational and transactional keywords.
 - Leverage customer success stories, industry insights, and trailer use cases for content diversification.
- **Dealer-Focused SEO Support**
 - Develop and share SEO best practices for Diamond C's dealer network to improve visibility at the local level (Google Business Profile optimization and local keyword targeting).
 - Provide dealers with content kits (pre-optimized product descriptions, blog templates, and metadata) to ensure consistency across dealer websites.
 - Collaborate with dealers to boost backlink strategies and referral traffic to Diamond C's main site.
- **SEM & Paid Media**
 - Lead Diamond C's paid search strategy across Google Ads, Bing, and display/remarketing campaigns.
 - Build and optimize model-specific campaigns tied to launches and promotions.
 - Manage budgets and performance, ensuring strong ROAS (Return on Ad Spend).
 - Experiment with paid video campaigns on YouTube and paid social for awareness and conversion.

Analytics & Optimization

Monitor KPIs across all digital channels; develop dashboards and provide actionable insights to leadership.
Use tools such as Google Analytics 4, Search Console, SEMrush, and marketing automation platforms.
Lead continuous A/B testing, heatmap analysis, and UX research to improve digital performance.

Leadership & Collaboration

Future leadership of a growing digital marketing team; provide mentorship and development opportunities.
Collaborate with cross-functional partners (Product, Sales, Dealer Network, Operations) to ensure consistency across touchpoints.
Manage vendor/agency relationships when applicable.

Qualifications :

Bachelor’s degree in Marketing, Communications, or related field.
7–10+ years of progressive experience in digital marketing leadership.
Proven expertise in SEO, SEM, paid media, and website management.
Strong knowledge of social media strategy, content marketing, and digital advertising.
Data-driven, with the ability to turn insights into actionable strategy.
Exceptional project management and leadership skills.
Experience in manufacturing, automotive, or distribution industries a plus.

Benefits:

Medical
Dental
Vision
Long and Short Term Disability
Employer Paid 25K Life Insurance
Other Supplemental Policies
Physical Wellness Program
Paid Maternal/Paternal Leave
Tuition Reimbursement Program
401(k) & Company Match
Scholarship

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.

Acknowledgement - I agree and accept the offer and responsibilities as stated above:

Print Name: _____

Date:_____

Signature:_____