

Burr

Roofing ★ Siding ★ Windows

Life Improving Home Improvement

Job Title	Marketing Manager	
Department	Marketing	
Reports To: Direct and Dotted	Owner	
FLSA & Category Classification	Exempt	Full Time
Date Created	01/08/20	
Last Revision Date	03/04/21	

Summary/Objective

The Marketing Manager is a key part of daily operations. Marketing manager responsibilities include creating content, tracking, and analyzing the performance of advertising campaigns, managing the marketing budget, and ensuring that all marketing material is in line with our brand identity. To be successful in this role, you should have hands-on experience with web analytics tools and be able to turn creative ideas into effective deliverables. This position will also have frequent communication with homeowners, a critical role in delivering our top-shelf customer experience.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Marketing Management

1. Create "Design Inspiration" PDFs based on Sales' conversation with homeowner.
2. If requested, provide additional information on products/services with web links and photos.
3. Create content for social media platforms including, but not limited to, Facebook, Instagram, Pinterest, YouTube, LinkedIn, Google My Business, and Yelp. Posts to be scheduled for Monday/Wednesday/Friday.
4. Engage and respond to all direct messages and public posts on social and review platforms.
5. Work closely with website host company to keep information and content up to date.
6. Develop and broadcast promotional campaigns based on market seasonality index.
7. Track & analyze KPIs to determine success of promotional campaigns.
8. Maintain and conduct analytics reporting across multiple platforms and extract key insights for future campaign development. Experience with Google Analytics & AdWords is desired.
9. Aim to increase social media following by implementing consistent and interactive content across all social media platforms (Facebook, Instagram, Pinterest, YouTube, LinkedIn, Google, and Yelp.)
10. Produce and editing video to create transformational, educational, and promotional videos to be distributed across multiple platforms - directly to homeowner, social media, website, etc.

Pre-Production

1. Welcome homeowner to the "Burr Family" with welcome email template.
2. Schedule and attend Pre-Construction Meetings to review project details, meet the homeowner and forge a relationship while assisting in final product and design decisions.
3. Order and facilitate renderings as needed.
4. Order, deliver, and present product samples for roofing/siding/windows/decking as needed.
5. Provide weekly schedule updates based on contracted backlog and current job progress – done every Tuesday after Operations Meeting.
6. Act as the homeowner advocate in team meetings from contract signing to the start of construction.
7. Communicate for cobranded marketing campaigns as needed. For example, scheduling campaign launches around a project start date for James Hardie Radius Mailer Kits. (Requires 11-day notice)

Production

1. Create and deliver radius marketing pieces to neighbors on day one of construction.
2. Spend 1-3 hours/day on the road visiting active job sites for content curation and face to face time with the homeowners, crews, and other team members.
3. Job site visits may include staging crew members to create stunning action photos and videos.
4. Send email templates throughout construction, based on job progress, to check in with homeowner and build stronger rapport.
5. Organize and catalog all "In Progress" photos to respective job files in Dropbox and organize based on timeline.
6. Curate and publish content daily, such as "The Burr Daily Rundown" to our Facebook & Instagram story at the end of each day to show job progress.

Postproduction

1. Schedule warranty meeting once final payment is received.
2. Create and present warranty baskets with documentation and maintenance guides to homeowners at the Warranty Meeting.
3. Take glamour photos/video of the finished project.
4. Drive reviews and video testimonials from homeowners to post across platforms.
5. Respond to all publicly posted reviews.
6. Warranty Inspection follow ups to maintain rapport with customers long after completion.

Industry

1. Stay abreast of competitor behavior, pricing, and other developments.
2. Stay abreast of industry developments in products, procedures, and codes.
3. Attend appropriate initial and continuing industry training and credentialing programs.

Desired Qualifications

1. Experience in the Customer Service industry.
2. Experience with running MailChimp email campaigns.
3. Experience using Canva.
4. Experience with Wondershare Filmora or similar video editing software

Competencies

1. Marketing Degree or 2 Years equivalent experience.
2. Ability to travel to job sites and walk the construction site.
3. Excellent computer skills – MS Office, Email, etc.
4. Minimum of one years' proven experience making decisions and solving problems, resolving conflicts, and negotiating with others, deductive and inductive reasoning, and working directly with the public.
5. Exemplary organizational skills
6. Exemplary customer service skills
7. Positive attitude and calm engaging personality
8. Must be able to manage time well.
9. Must be able to communicate clearly and professionally.
10. Existing building and/or construction knowledge helpful
11. Company vehicle will be provided, employee responsible for maintaining pristine cleanliness and calculating personal mileage and usage for tax purposes,
12. Employee is responsible for maintaining a fully functional smartphone with data, text, & calling.
13. Valid driver's license with clean driving record

Specialized Knowledge – Skills - Abilities

Knowledge: Principles of material management, scheduling, meeting quality standards, evaluating producibility, providing customer services, and evaluating customer satisfaction. Must be able to speak English and communicate effectively and professionally.

Skills: Active listening – giving full attention to what other people are saying, taking time to understand the point being made, asking questions as appropriate, and not interrupting at inappropriate times. Must be able to think critically and solve complex problems.

Abilities: Must have the ability to build rapport, maintain a calm and professional demeanor at all times and be able to negotiate when necessary. Must have good balance, ability to climb a ladder, and be able to safely walk around a construction site.

Supervisor Responsibility

This position does not currently have supervisory responsibilities.

Work Environment

This position is split between the office and a field role. Our office is a quiet and professional workspace. While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles, moving mechanical parts and vibration. The employee is occasionally exposed to a variety of extreme conditions at construction job sites. While the noise level in the work environment is quiet the noise level on job sites can be loud.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift and move up to 30 pounds and occasionally lift and move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Must be able to keep and regain balance while maintaining safety on the job site, at all times.

Position Type/Expected Hours of Work

This is a full-time position which will typically involve 45+ hours a week. Due to the nature of the job, the employee must be available on-call early/late hours to deal with delays, bad weather and emergencies at the job site. Employee is expected to be available some Saturdays for client meetings.

Travel

Minimal travel required in performing the duties of this position. Employee is expected to travel as needed to participate in continuing education and conferences up to 3 times per year.

Required Education and Experience

Associates degree, or 2 years of related experience or training, or equivalent combination of education and experience.

Preferred Education and Experience

A degree in Marketing, or 3 years of related experience working in marketing, sales, customer service, or equivalent combination of education and experience.

Additional Eligibility Qualifications

Proficiency in Microsoft office and basic video editing are minimum requirements.

EEO Statement

Burr Roofing Siding & Windows is an Equal Employment Opportunity Employer.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Average Distribution of Workload

45% - Meeting with customers and crews in the field generating content.

45% - Office work

10% - Miscellaneous Tasks –Special Projects as per RTP, Meetings & Continuing Education

* * * * *

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee_____

Date_____