



Opportunity Profile

Digital Marketing Specialist

Our Mission

To provide Opportunity and Super Experiences to our Team, Clients, Agents, and all we serve.

Our Vision

To deliver Super Home Services to 75,000 homeowners annually.

Values

F.R.E.E.D.O.M

Fearless, Respectful, Excellence, Education, Diligence, Opportunity, Motivation.

Culture

Being a superhero is hard, and we will expect your best every day. We place a high priority on integrity, dependability, punctuality, extraordinary customer satisfaction and going above and beyond the job profile. We offer a great work atmosphere, competitive salary, flexible schedule, and healthcare benefits.

Company Expectations

Show up on time, show up ready to go, work while at work, focus on the great client experience, strive to be physically fit, mentally fit, and emotionally stable. Be kind to all, and if a client is disgruntled, kill them with kindness. Look for opportunities for the company and for yourself. Seize opportunity when it arises, plan your time, have a plan, set personal and professional goals, dress appropriately, and persevere when difficulty arises. Be clear about the company's vision and your personal vision. Be effective, not perfect. Take time for refreshment and relaxation when needed, respect your coworkers, and be a part of the team.

Position Overview

We are searching for a passionate and self-driven Digital Marketing Specialist to join our Super team. This individual will have a strong grasp of current marketing tools and strategies. This person will develop, implement, track, and optimize our digital marketing campaigns across all digital channels. This role is ultimately responsible for driving brand awareness, engagement, and lead generation.

Primary Responsibilities

- Plan and execute all digital marketing, including but not limited to SEO/SEM, marketing database management, email, social media and online advertising campaigns.
- Develop creative landing pages, blog posts, and SEO to improve web traffic and conversion.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs). Provide recommendations based on analytics report.
- Identify trends and insights in the home services industry.
- Brainstorm new and creative digital marketing growth strategies.
- Collaborate with Executives, Business Unit and Marketing leaders.

Qualifications

- **Passion:** Have a true passion for digital marketing in all forms – writing, creating, curating, developing, distribution and analytics.
- **Self-Starter:** Ability to create content quickly and turn around projects on tight deadlines.
- **Highly Creative:** Always trying out new things, finding creative solutions, always testing and learning, optimizing content, imaginative, uses new technology.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to convey information clearly, concisely, and professionally.
- **Adaptability:** Ability to work in a fast-paced environment, adapt to changing circumstances, and learn quickly with a can-do attitude.
- **Customer-Centric Mindset:** Genuine commitment to delivering exceptional customer experiences internally and externally.
- **Team Player:** Strong collaboration skills to work effectively with cross-functional teams and contribute to a positive team environment.
- **Professional Experience:** Minimum of 2 years of experience creating and executing digital marketing campaigns across multiple online platforms.
- **Technology Proficiency:** Experience with CRM software, marketing automation platforms, basic HTML, and web analytic tools.
- **Education:** Bachelor's degree in Marketing, Communications or related field; or a combination of education and experience

Key Skills

- Strong attention to detail.
- Strong verbal communication skills.
- Exceptional organizational skills.
- Well-developed empathy for working with stressed clients.
- Ability to actively listen and remain calm under pressure in confrontational situations.
- Ability to interpret and analyze data.
- Concern about doing things the “right way”.

Compensation and Benefits

- Salary plus bonus
- Medical, Dental and Vision Insurance
- 401(k)
- Life Insurance
- Employee discount
- Flexible work schedule

Why Join Us:

Join the SUPER TEAM, which values your skills in resolving customer complaints and believes in delivering outstanding service. As a Complaint Resolution Specialist, you'll have the opportunity to make a meaningful impact on customer satisfaction and contribute to our company's growth and success.

If you're passionate about problem-solving, possess exceptional communication skills, and are dedicated to turning negative experiences into positive ones, we encourage you to apply and become a vital part of our customer-focused team.

To apply, please submit your resume and complete our application by visiting <https://superteamservices.com/careers/>