



## **Marketing Specialist**

Close to Home Construction is a locally owned and operated MN General Contractor servicing the Twin Cities and surrounding areas. We specialize in exterior remodeling and restoration for residential, multi-family and commercial properties. Our services include roofing, siding, deck building, gutters, windows, doors and more. CTHC was founded on integrity, transparency, hard work and clear communication which we believe is the foundation of a successful business and happy customers. We are a small, rapidly growing company with opportunities for growth.

Close to Home Construction is searching for a Marketing Specialist to help grow our business and elevate our brand. The right person will be self-motivated with autonomy to create new ideas and approaches to expand our brand's footprint. This person will also value teamwork and be motivated to learn new concepts, best-practices and tools.

## **POSITION RESPONSIBILITIES**

- **Social media management**
  - Real-time, daily social media management and engagement
  - Manage social media content calendar for Facebook, Instagram, LinkedIn
  - Create content, reels, stories, videos and other assets for all Close to Home Construction's social media channels
  - Exploration of new social media channels as needed
- **Video and photography**
  - On-site video and photography as needed
  - In-office interviews, thought leadership videos as needed
  - Minor video editing (e.g., through Canva) for posting to social media and website
- **Competitor analysis and client engagement**
  - General competitor review and awareness
  - Manage client testimonials and reviews
- **Tradeshow and event management**
  - Point person for registering Close to Home Construction for area tradeshow and events
  - Coordinate tradeshow and event sponsorships
- **Support project highlights for company website**
  - Engage with sales team to understand projects to highlight
  - Research complete project using CRM to pull content and imagery
  - Coordinate with consulting marketing agency to get highlights posted on website
- **Email marketing management**



- Utilizing Constant Contact, manage Close to Home Construction's monthly e-newsletter to clients
- Explore additional opportunities for drip marketing campaigns and/or audience-specific email campaigns

## QUALIFICATIONS

- Degree in communications, marketing, English, creative writing, digital media or similar industry (or equivalent work experience)
- 2-3 years of experience in marketing, advertising, social media, content creation and/or brand management
- Experience with content creation, scheduling and community engagement across multiple social media platforms (e.g., Facebook, Instagram, LinkedIn)
- Strong writing and storytelling skills for digital media – social media channels and email campaign
- Basic to intermediate skills in capturing, editing and optimizing visual content such as video and images (will train on video edits via Canva if needed)
- Ability to gather insights and adapt strategies accordingly based on competitor research, industry trends and best practices
- Attention-to-detail, ambitious, self-motivated and self-disciplined

## NICE-TO-HAVE BUT NOT REQUIRED

- Google Analytics, Google Ads, Meta Ads or SEO experience
- Basic understanding of website management (WordPress)
- Understanding of traditional (radio, billboard, direct mail) and digital advertising strategies
- Familiarity with design tools such as Canva, Adobe Creative Suite
- Experience with email marketing platforms such as Constant Contact
- Experience working with agencies, vendors or media partners

## SOFT SKILLS

- **Creativity and innovation:** Ability to generate fresh ideas and take ownership of projects
- **Project management:** Ability to juggle multiple tasks, meet deadlines and stay organized
- **Collaboration and communication:** Strong interpersonal skills to work within our team, our vendors, our partners, and our consulting marketing agency
- **Adaptability and willingness to learn:** Eagerness to stay updated on marketing trends and tools.

## JOB TYPE

This is a part-time position, budgeted for up to 30 hours per week.



### **SCHEDULE**

The Marketing Specialist will be required to work onsite, in our office, located in Rockford, MN. Monday to Friday (with schedule to be determined upon hire).

### **COMPANY CULTURE**

We are a small business of dedicated team members that work closely together to support one another's growth. Work/life balance is valued along with providing the best customer service to our clients. We are detail-oriented, focused on quality and precision. We encourage out-of-the-box thinking and ideas to remain innovative. We are a collaborative team focused on providing the best outcomes and results for our clients. We want to see our team shine and build job positions that highlight the best skills of our employees. If you are looking for a small company with a team culture built on trust, support and entrepreneurial fortitude, let's talk about how to get you into your dream role.

### **TO APPLY**

Send your resume, portfolio and/or writing and content creation samples to Amy Stoks, [amy@closetohomeconstruction.com](mailto:amy@closetohomeconstruction.com)