

MARKETING COORDINATOR FOR A+ POWER WASHING



This is a fantastic opportunity for a results-driven and hands-on individual to join our team at A+ Power Washing and Roof Cleaning. For over 30 years, we have been providing the Best Service Anywhere™ to Monmouth, Ocean, Middlesex, Somerset, Mercer & Hunderton County New Jersey residents. Our #1 priority is to treat every client as we want to be treated.

This role is remote with company headquarters in New Jersey. You'll report directly to the business owner, who you will work with on strategic and big picture goals, and be responsible for creating content and implementing marketing campaigns to generate leads, acquire new customers and retain existing customers.

As the Marketing Coordinator, you will be responsible for coordinating, planning and executing the A+ Power Washing marketing across multiple media channels. Your domain will include social media, direct mail, email, SMS, voice mail, and liaising with our 3rd party service providers. We also encourage you to use your creative side to explore fresh new marketing ideas for the company.

Your job will be to take the strategic guidance and make it a reality with tactical implementation and execution. The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. You'll have a lot of freedom in this role but also a lot of responsibility.

You will establish a collaborative working relationship and work together on strategic and big picture goals.

The Six Non-negotiables Of This Role Are:

- Copywriting. Your written skills need to be excellent and we will expect to see samples of your previous work. You'll be crafting direct marketing campaigns across email, direct mail, web and social media.
- Project management. You will be responsible for creating and managing the A+ marketing plan and budget. Ideally, you've had experience in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, moving simultaneous projects forward to completion, and maintaining consistency in marketing activities.
- Being tech-savvy. You don't need to be a technical expert but you must be tech-savvy and be able to quickly learn how to use new marketing tools and technologies. While we don't expect you to know all of the tools we use, we do expect you to be comfortable with it and able to pick up the concepts. Your daily tools of the trade will be CRM systems, content management systems, email marketing etc.
- Data-driven. What gets measured gets managed. In this role, you will be managing the marketing KPIs and will always have a pulse on the numbers (CAC/ROI/ROAS). You will also constantly be A/B testing new copy, images, colors and des
- Leadership potential. Initially, you'll be our only in-house marketing person but as you hit goals, we fully expect this role to morph into a marketing team leader role where you will manage a team of marketing assistants.
- Being teachable and coachable. There will be a LOT of learning on the job as we do marketing very differently. There is no place here for know-it-alls. We hire based primarily on attitude.
- Being a self-starter. Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when and how. The attitude of continually starting things on your own is very important.

Perks Of The Job:

- This is a 100% remote position.
- Flexible work hours. You'll have the ability to create your own schedule.
- Gain management and marketing experience
- This role starts at 20 hour per week with the potential for full time after an initial 1-3 month period.

HOW TO APPLY:

Send your CV with the subject "A+ Marketing Coordinator" to Carolyn at HR@successwise.com along with approximately 400 words on why A+ Power Washing & Roof Cleaning and what interests you in this role. Apply TODAY!

NEXT STEPS:

If you're a fit, we'll send you a Content Task to perform. Please complete accordingly. If we like what you've done, we'll follow up with a Zoom interview.