

MARKETING MANAGER FOR THE UNDERCOVER CONTRACTOR



Matt Dibara is the “Undercover Contractor”, educating homeowners nationwide on proper home care to save thousands of dollars. He has been featured across numerous TV spots, podcasts and articles. We are seeking a results-driven and hands-on individual to join our fast-paced team as the company’s Marketing Manager.

This full-time role is 100% remote with company headquarters in Los Angeles, California. You’ll report directly to the business owner and be responsible for implementing marketing campaigns to generate leads, acquire new customers and retain existing customers.

As the Marketing Manager, you will be responsible for coordinating, planning, executing, and reporting for marketing campaigns across multiple media channels. You will also be a project manager on a variety of projects and responsible for organizing relationships with 3rd party service providers. Two key skills we are looking for are strong writing skills and an eye for graphic design.

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.

Previous experience with social media marketing, podcast development, email marketing, creating pitch decks and project management is preferred.

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.

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.

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.

Project management. Ideally, you've had experience in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, and moving simultaneous projects with different team members and contributors forward to completion.

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.

Other skills that are a plus:

- Ontraport
- Google Analytics
- Canva (basic graphic design, editing, and branding)
- ConvertKit
- Social Media Marketing
- Email Marketing
- Monday.com
- Loomly
- Kajabi
- Email Management

Job Details:

- Full-time role with a three-month trial period.
- 100% remote
- 40 hours per week
- 8 hours a day; Monday to Friday

Job Requirements:

- Must have daily access to high-speed internet access, a smartphone, and a computer.
- Comfortable learning new online software (if not familiar with some of the above)
- Highly organized and task-oriented.
- Extremely timely with delivery of tasks.
- Ability to gain familiarity with our brand and philosophy is a must.
- The ability to communicate and work with our team members.
- The ability to grow with our team and the dynamic nature of our work.

Your Compensation and Perks:

- Flexible work hours. You'll have the ability to create your own schedule.
- Competitive pay (salary).
- Increase and build your skillset in marketing, operations, and management.
- Be part of a dynamic team and a growing company!

HOW TO APPLY:

Send CV to Carolyn with the subject "Undercover Contractor Marketing Manager" to hr@successwise.com along with approximately 400 words on why Undercover Contractor 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.