

Marketing Manager

We are seeking an experienced individual to lead our Marketing team. This role will be responsible for building relationships, expanding company branding and growing market share. You must be an innovative thinker when it comes to analysis and strategy. If you are an excellent communicator with a positive attitude, we want you on our team.

Highmark Companies is compiled of four divisions. Highmark Builders –a custom home builder, Ruby and Suede – interior design and furniture studio, Exteriors by Highmark – exterior new construction and remodeling of roofing, siding, windows, and gutters, and Restorations by Highmark – insurance restoration for water, mold, fire, etc. We are proud to be a locally owned company building trust in our clients and community.

Responsibilities:

- Work with sales and marketing departments to develop successful strategies and campaigns that attract new clients and retain current clients
- Collaborate with executives to make high-level decisions regarding company budget and direction
- Review current marketing trends to determine the effectiveness of different styles and strategies
- Develop marketing strategies for new products and services that comply with current company objectives
- Gather and analyze competitor data to secure market share and positioning
- Identify, develop and implement long and short-term marketing plans and promotional strategies
- Monitor, track and document marketing campaigns and provide analysis on returns and audience response

Qualifications:

- Exemplify Highmark's core values
 - Trustworthy
 - Driven
 - Humble
 - Wise
 - Intentional
- Bachelor's or Associates in Marketing, Business Administration or other related field
- 5+ years related experience
- Innovative and creative
- Strong leadership skills

- Effective time management and organizational skills
- Ability to meet strict deadlines
- Excellent communication skills, written and verbal
- Proficient market analysis skills
- Experience with digital marketing, including SEO

Benefits:

- Responsible Paid Time Off Policy- to encourage work/life balance
- Paid holidays
- Medical insurance- company pays 100% of employee-only premium on lowest cost plan
- Dental insurance
- Vision insurance
- 401k
- Profit sharing