



Position Title: Marketing Communications Specialist

Pay Range: Market Competitive - Dependent on Experience.

Overtime Eligible: No

Employee Benefits: Healthcare (Medical, Dental, Vision) Plan, Paid Vacation & Holidays, 401K Match, Basic Life Insurance, and Employee Assistance Program

Company Summary

F-Wave™ is Reinventing Residential Roofing® and will produce an innovative line of products for the steep-slope roofing market. Our products represent a breakthrough in manufacturing technology, material science, and intelligent product design. We are creating a fast-growing company with Core Values that reflect the character of our leadership team. We intend to create advancement and career opportunities for those who share our values, and enjoy working in a fast-paced, customer-centric environment.

Position Summary

F-Wave is seeking a Marketing Communications Specialist to work out of our Burleson, TX facility. Responsible for coordinating the external communications output within the company. Creates and implements plans to increase market share by generating and delivering emails, direct mail, sales brochures, newsletters, and social media – all specifically tailored to drive engagement and brand-preference with the target market(s). Ideal candidate will have a well-rounded experience and all-round knowledge of advertising, PR and media as well as an inclusive social media presence.

Role & Responsibilities –

- Create and manage company literature and other forms of communication.
- Create and manage marketing and promotional materials, both print and electronic.
- Work with advertisers and agency partners for timely and useable ad submissions
- Write, copy-edit, proofread, and revise communications.
- Design and launch email and social media marketing campaigns.
- Recommend, implement and maintain site design and operation.
- Participate in development of customer education content, programs and materials.
- Promote products and services through public relations initiatives.
- Develop closed-loop marketing communications campaigns.
- Create thought leadership materials and storytelling.
- Coordinate and manage conference, trade show participation.

Minimum Requirements -

- 4-year business degree and 2-5 years of working in a related marketing function is preferred.
- Experience in writing copy in a broad range of print, web and social media communications.
- Self-starter able to work on equal parts of autonomy & accountability.
- Solid analytical and communication skills with a wide degree of creativity.
- Working knowledge of Google Analytics & AdWords Campaigns.
- Current and complete knowledge of key trends in digital social media, including video and blog placement.
- Strong written and verbal communication skills, excellent team building skills, conflict management skills, and the ability to maintain strong employee relations.
- Proficient with MS Word, Excel, PowerPoint and Outlook Mail; graphics design capability a strong plus.
- Attention to detail is a must.