



Content Marketing Specialist

Belco Forest Products manufactures ArmorCoat XT Treated Trim Products for use in residential and commercial construction projects. Builders enjoy the beauty of natural wood that is also environmentally friendly, easy to install and built to last. We've been partnering with the premier dealers and distributors across the country since our inception in 1978.

The Marketing Coordinator is responsible for curating all Belco Forest Products' brands and cultivating a positive impact that results in continued sales growth and national recognition for Belco.

Role Responsibilities:

- Work with team to develop and maintain an integrated marketing strategy for the brand
- Manage all online direct and 3rd party content Generate content for online and printed marketing materials.
- Partner with others to write descriptions for new products, enhance descriptions for existing products, and develop engaging educational content.
- Craft email marketing content and drive email marketing campaigns
- Proofread all marketing materials to ensure correct grammar and brand consistency
- Identify PR opportunities and creatively follow up on them
- Manage your contact database
- Develop, maintain, and communicate project, event and promotional calendars
- Assist with home/trade show schedules and other event planning
- Devise strategies to drive online traffic to the website and make improvements to the website
- Monitor competitors to achieve and maintain a competitive advantage
- Build and optimize landing pages
- Analyze site performance, customer, industry, and marketplace data and trends; recommend and implement improvements based upon findings

Required Skills:

You've written for a variety of channels, from email marketing to press releases and everything in-between. You communicate within and between teams, assisting others to achieve company/team goals. You are computer savvy, proficient in applicable common applications, with a strong ability to simplify and summarize information. You have a solid understanding in managing PPC spend and driving SEO improvements, some training acceptable.

You have a strong knowledge of digital marketing trends. You can manage several project and initiatives simultaneously to achieve results. You enjoy an entrepreneurial environment and want to be a strong participant in the growth of our company. You are a self-starter with a passionate desire to make change each day. You are willing to roll up your sleeves, get in there and achieve results. You are flexible with deadlines and priorities.



This is a full-time position with benefits.

Our success as a company relies on the work ethic and personal success of our employees. As a result, we aim to be an attractive employer that encourages our staff to develop their strengths and recognizes their achievements. We provide a challenging and rewarding work environment and are always working to form the best team - especially from within, through an emphasis on continual learning and development.