



## TECHOPS SPECIALTY VEHICLES

### POSITION DESCRIPTION

**Position Title:** Marketing & Social Media Manager  
**Reports to:** President  
**Department:** Sales

#### SUMMARY/SCOPE:

The Marketing & Social Media Manager will be responsible for generating new leads in an effort to grow TechOps' (Configure-to-Order) business model. The Marketing & Social Media Manager is responsible for development and maintenance of TechOps' website and social media channels.

#### GENERAL ACCOUNTABILITIES/RESPONSIBILITIES:

- Develop, manage and maintain a database of leads, while consistently generating and soliciting new leads
- Design and develop effective sales cut sheets for each TechOps CTO build and disseminate to all relevant current and potential customers
- Conduct targeted follow-up on a routine basis via email marketing platforms and phone calls
- Oversee and manage TechOps' website, including maintaining and updating website content
- Develop a social media strategy that increases brand awareness and company exposure through various platforms by engaging with current customers and followers and attracting new customers
- Oversees day-to-day management of all social media platforms and ensures brand consistency
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, YouTube and LinkedIn
- Monitor SEO and web traffic metrics and report on ROI
- Assist with other sales and marketing activities as required
- Performs all other duties as required.

#### QUALIFICATIONS/SKILLS:

- US Citizen
- Bachelor's Degree from four-year college or university; or Associates Degree with one to three years related sales, marketing, business or related field and/or equivalent combination of education and experience.
- Hard-working, motivated teammate with the ability to manage multiple projects at any given time
- Proficient computer skills, including Microsoft Office
- Excellent communication skills, written and verbal
- Flexible to work beyond scheduled work hours as needed to meet goals.
- Open minded, challenged by new things.
- Working on-site in a hybrid shop/office environment.

#### WORKING CONDITIONS:



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The employee's primary work site is at the TechOps headquarters in Stevensville, MD. A workspace within the front office will be provided, however, there will be time spent in the shop as well. The shop is well-lit and properly ventilated in accordance with the Bureau of Labor. The noise level in the work environment is typical of most shop/industrial environments; ear protection is provided for when machinery is in operation as the noise level in the work area can be very loud. Installer is occasionally exposed to extreme heat in summer and cold in winter while performing typical tasks. Exposure to dirt, dust and chemical fumes such as wood stains, paint, etc. is frequent. While it is difficult to gauge the percentage of travel for the employee, it is to be expected that travel both to TechOps locations and to project work sites not under TechOps's control or events outside of Maryland and around the country may be required.

### **PHYSICAL REQUIREMENTS:**

Medium physical exertion; the position requires mobility. While performing the duties of this position, he/she is frequently required to walk, stand on a concrete floor, communicate, reach and manipulate objects, tools or controls, work under vehicles (creeper work), work on ladders and on top of vehicles and occasionally sit. Duties involve moving materials weighing up to 25 pounds on a regular basis and up to 50 pounds on an occasional basis. Manual dexterity and coordination are required over 50% of the work period while operating equipment such as tools, forklift, computer keyboard, mouse, calculator and other items including tools and shop machinery as needed.