



BEST PLUMBING SPECIALTIES, INC.

Job Description Form

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|----------------------------|-------------------------------------|
| <i>Division/Department</i> | <i>Marketing Department</i> |
| <i>Location</i> | <i>Corporate Office</i> |
| <i>Job Title</i> | <i>Marketing Content Specialist</i> |
| <i>Reports to</i> | <i>Marketing Manager</i> |

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|-------------|--|--|
| Level/Grade | Type of position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern | Hourly <input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt |
|-------------|--|--|

GENERAL DESCRIPTION

Best Plumbing Specialties sells supplies and materials to maintenance professionals working in Commercial Real Estate, Correctional Facilities, Healthcare, Educational Facilities, Government – Military, Hospitality and Multi-family Housing. This position is looking for someone who has experience in web content development and data analysis in the B2B world.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create, design, and test, engaging content for the company website
- Analyze web results through google analytics and other programs for maximum performance and effectiveness
- Collaborate with other departments to ensure that the company is presented accurately
- Analyze social media result and email campaigns for customer retention
- Video Creation on company products and practices
- Prepare reports on results and strategies to appropriate managers
- Assists in researching and tracking catalog edits sent to marketing@bestplumbingonline.com.
- Daily scanning, filing, and copying.
- Answers phone calls as needed.
- Ability to process orders, quotes, new accounts, and special pricing using Prophet 21.
- Prepares account lists and inventory history reports as requested.
- Performs any additional duties deemed necessary by the Marketing Manager

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MINIMUM REQUIREMENTS

- Associates Degree in Business, Marketing, or related field is preferred.
- Experience in B2B marketing is preferred
- Critical thinking
- Proficient using Word, Excel, and PowerPoint.
- Video Editing Skills
- Excellent phone skills.
- Excellent customer service, communication, and organizational Skills.
- Ability to meet deadlines and work in a fast paced environment.
- Ability to multitask and work with changing priorities when asked.
- Ability to work well with others and take direction as needed.
- Ability to work independently.

Your signature below states that you have reviewed and understand all essential duties and responsibilities listed and believe them to be accurate and complete. You also agree to follow and adhere to your job description to the best of your ability. Best Plumbing Specialties, Inc. retains the right to change the job description as it deems necessary.

Signature

Date