

MARKETING GENERALIST

In 1985, Mike and Kim Crabb founded Diamond C with a small team and a big dream. Over the years, the company has grown significantly, now employing over 900 team members. Diamond C remains a family-owned and operated business, with a strong emphasis on our foundational “Do Work, Love Strong” culture, which is based in Mt. Pleasant, TX.

We are unwavering in our commitment to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. Our purpose is to fuel the growth and success of our team members, customers, and community. We're dedicated to being a positive force for change and using our expertise to make a meaningful impact on our community abroad. This role is located in Mount Pleasant, TX 75455

Purpose:

This role supports the marketing team by managing social media, branded apparel, promotional products, and event coordination. It involves collaborating with internal teams and vendors to ensure smooth execution of campaigns and events. The position plays a key part in maintaining brand consistency and optimizing marketing efforts across various channels.

Shift & Schedule: Full-time in office.

Responsibilities:

- **Social Media Management (Coordination and Scheduling):**
 - Create and maintain a social media content calendar, outlining content needs and deadlines.
 - Collaborate with the creative team to ensure content creation aligns with campaign goals.
 - Schedule and monitor social media posts across platforms using management tools (e.g., Hootsuite, Buffer).
 - Analyze post-performance and provide insights for optimization.
- **Apparel and Promotional Product Management:**
 - Manage ordering, fulfillment, and inventory of branded apparel and promotional items.
 - Coordinate with suppliers and vendors to ensure timely production and delivery.
 - Maintain a database of available promotional items and apparel, tracking usage and stock levels.
 - Work closely with internal teams to ensure promotional products align with brand guidelines.
- **Event Planning:**
 - Assist in planning and coordinating internal and external events (e.g., trade shows, conferences, company events).
 - Handle event logistics such as venue selection, catering, registration, and promotional materials.
 - Collaborate with cross-functional teams to ensure smooth event execution, from pre-event planning to post-event follow-ups.
 - Track budgets and deadlines to ensure events are delivered on time and within scope.
- **General Marketing Support:**
 - Support other marketing team activities, including campaign planning and execution.
 - Assist in coordinating email marketing, digital ads, and other promotional activities.
 - Work closely with the sales and product teams to align marketing strategies.
 - Assist with content shoots when needed.

OFFICE POSITION



Qualifications:

- Proficiency in social media platforms (Facebook, Instagram, LinkedIn, etc.) and management tools, combined with strong project management skills.
- Solid understanding of marketing principles, campaign planning, and brand management.
- Experience using tools like Canva, Adobe Creative Suite, or other content creation platforms is a plus
- Highly organized, detail-oriented, and proactive. a plus.
- Ability to work in a fast-paced environment and adapt to shifting priorities.
- Excellent written and verbal communication skills for collaborating with teams and vendors

Benefits:

- Medical
- Dental
- Vision
- Long and Short Term Disability
- Employer Paid 25K Life Insurance
- Other Supplemental Policies
- Physical Wellness Program
- Paid Maternal/Paternal Leave
- Tuition Reimbursement Program
- 401(k) & Company Match
- Scholarship

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.