

# Digital Marketing Specialist

**JP TANK – Rosendale, WI**

Full-Time | Office/Field | 40 Hours per Week

---

## Company Overview

JP TANK is an established industrial and agricultural concrete construction company specializing in large-scale concrete tanks, digesters, waste storage structures, and feed storage pads across the United States.

We are a high-performance, blue-collar, faith-based, family-oriented company focused on quality execution and long-term growth. We take pride in building structures that last and operating with integrity in everything we do.

This position reports directly to the President of the company.

---

## Position Overview

The Digital Marketing Specialist will be the primary marketing professional for JP TANK and will own the day-to-day execution of all digital marketing efforts.

This is an execution-focused role. It is not a senior director position. The right candidate will be hands-on, self-directed, and accountable for producing consistent, high-quality marketing content that clearly communicates our work and value to clients.

**Work Structure:** Hybrid (office and field)

**Travel:** Limited travel required to job sites across the country

**Schedule:** 40 hours per week

**Additional Requirements:** Occasional early morning jobsite shoots required

---

## Compensation & Benefits

**Salary Range:** \$50,000 – \$60,000 (depending on experience)

**Hourly Equivalent:** \$25 – \$29 per hour

**Benefits Include:**

- Health insurance
  - 401(k) with company match
  - Paid time off
  - 7 paid holidays
  - Company vehicle provided when traveling for company business
  - Company-provided camera, drone, and laptop
- 

## **Core Responsibilities**

### **Video Editing & Post-Production (50%)**

- Edit and produce high-quality jobsite and promotional videos
- Develop consistent visual standards
- Create short-form and long-form content for multiple platforms
- Utilize AI tools to increase workflow efficiency and quality

### **Jobsite Video Shooting (15%)**

- Capture professional footage at active construction sites
- Work safely around heavy equipment and field crews
- Coordinate with project managers for content planning

### **Website Management (10%)**

- Update and maintain company website content
- Optimize pages for SEO
- Ensure accurate project and service representation

### **Social Media Management (10%)**

- Create and schedule consistent content
- Manage company presence on LinkedIn, Facebook, and other relevant platforms
- Track engagement and performance metrics

### **Paid Advertising (5%)**

- Manage Facebook and Google Ads campaigns
- Monitor and adjust for performance and ROI

### **Branding Consistency (5%)**

- Maintain consistent visual and messaging standards across platforms
- Ensure alignment with company values and positioning

### **Drone Footage Capture (2%)**

- Capture aerial footage for project documentation and marketing

### **Sales Support (2%)**

- Assist with proposal visuals and marketing materials
- Support business development efforts

### **Email Marketing (1%)**

- Manage and distribute email campaigns through HubSpot
- 

## **Required Skills & Qualifications**

Candidates must demonstrate strong execution skills and a high level of ownership.

### **Technical Proficiency Required:**

- Adobe Premiere
- Final Cut
- CapCut
- Photoshop
- Canva
- HubSpot
- Facebook Ads Manager
- Google Ads
- SEO fundamentals

### **AI Competency Required:**

- Must excel in the use of AI tools for content creation, workflow efficiency, editing, and marketing optimization
- Ability to integrate AI into daily processes to improve output and speed

### **Additional Requirements:**

- Comfortable traveling to active construction job sites
- Comfortable working around heavy equipment
- Exercises common-sense safety awareness
- Strong organizational and project management skills
- Clear written and verbal communication

Construction or industrial background is a plus but not required.

---

## **Culture & Fit**

We are looking for someone who:

- Values hard work and accountability
- Thrives in a blue-collar, high-performance environment
- Respects faith-based and family-oriented values
- Takes ownership of their role
- Is self-directed and organized
- Can communicate industrial construction clearly and professionally

This is a hands-on role in a company that values execution over talk.

---

## **Growth Opportunity**

This is currently a one-person marketing department.

As the company grows, there is potential for expanded responsibility and long-term career growth for the right individual.

---

## **Application Requirements**

Applicants must submit:

- Resume
- Portfolio of previous video and marketing work
- Short cover letter explaining why they are a strong fit for this role

Qualified applicants will complete a short skills-based marketing exercise during the hiring process.