



Hobas Pipe USA, Inc.

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Houston, TX 77073

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Marketing Coordinator

Position Description

BASIC INFORMATION

Job Title: Marketing Coordinator

Travel Requirements: No

Status: Full time, Exempt

Supervisor: CMO

Place of Performance: Houston, Texas

Direct Reports: No

THE OPPORTUNITY – About Hobas Pipe USA, Inc.

HOBAS Pipe USA, Inc. ('HOBAS') is an international producer and supplier of corrosion resistant glass-fiber reinforced pipe (GRP) systems. HOBAS is wholly owned by WIG Wiertersdorfer Holding GmbH, a family-owned group of companies operating since 1893. Its headquarters are located in Klagenfurt, Austria.

HOBAS is headquartered in Houston, Texas. The company has enjoyed a successful track record of growth for more than 35 years. HOBAS has grown its business to over \$220 million today and is poised for continued significant growth. The company enjoys a proven reputation for quality and customer service, providing their glass-fiber reinforced pipe (GRP) systems, to clients around the globe.

HOBAS is positioned for aggressive growth over the next several years, which will include both organic and acquisitive expansion. Due to this growth, the need has arisen for the addition of this newly created position.

POSITION SUMMARY

The Marketing Coordinator will play a crucial role in supporting the marketing department's initiatives. This position requires a hands-on individual with 3-5 years of experience in marketing, proficiency in PowerPoint and design programs, strong writing skills, and a solid background in social media marketing.

PRIMARY RESPONSIBILITIES

- Develop and execute marketing campaigns across various channels, including social media, email, and digital advertising.
- Create compelling and visually appealing presentations using PowerPoint.
- Design marketing materials such as brochures, flyers, and social media graphics using design programs (e.g., Adobe Creative Suite).
- Manage and grow our social media presence by creating engaging content, scheduling posts, and analyzing performance metrics.
- Collaborate with cross-functional teams to ensure consistent messaging and branding across all marketing materials.
- Assist in organizing and promoting events, trade shows, and webinars.
- Conduct market research to identify trends and opportunities for growth.
- Monitor and report on the effectiveness of marketing campaigns, providing insights and recommendations for improvement.
- Write clear, persuasive, and engaging content for various marketing materials, including blog posts, newsletters, and website copy.

QUALIFICATIONS/ EXPERIENCE

SUCCESSFUL CANDIDATES WILL POSSESS THE FOLLOWING QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field.
- 3-5 years of experience in a marketing role.
- Proficiency in PowerPoint and design programs (e.g., Adobe Creative Suite).
- Proven experience in managing social media platforms and running successful social media campaigns.
- Strong written and verbal communication skills.
- Excellent organizational and project management abilities.
- Creative mindset with a keen eye for detail.
- Ability to work independently and as part of a team.
- Writing and creative work samples required.

WORK ENVIRONMENT:

- THRIVE IN AN INTENSE, DO-IT-YOURSELF, START-UP ENVIRONMENT.
- ABILITY TO WORK WELL WITHIN A CROSS-FUNCTIONAL TEAM ENVIRONMENT
- COMPETITIVE SALARY AND BENEFITS PACKAGE.
- OPPORTUNITIES FOR PROFESSIONAL GROWTH AND DEVELOPMENT.
- A COLLABORATIVE AND SUPPORTIVE WORK ENVIRONMENT.
- THE CHANCE TO MAKE A SIGNIFICANT IMPACT ON OUR MARKETING EFFORTS AND COMPANY SUCCESS.

BENEFITS

- Health, dental, long-term disability, short-term disability, and life insurance.
- Vacation.
- Matching 401(k).