

PDM Plumbing, Heating & Cooling Since 1885
467 Ruby St
Joliet, IL 60435
<https://www.pdmsince1885.com/>

Duties of Marketing Position:

Grow our social media following

Take over content creation for all of our company social media accounts, including organizing cross-platform content strategies

Develop new social media campaigns from the ground up, considering our clients' needs and our specific industries

Monitor social channels for trending news, ideas and memes, then capitalize on those trends through our social media accounts

Perform research into our industries and provide actionable tips and advice for expanding our reach in the digital space

Assist with capturing and analyzing social media metrics

Other duties as assigned