



OUTDOOR CLEANING

Manager, Marketing

(Maple Valley, WA)

As CAF's Marketing Manager you will bring your creativity to an exciting, dynamic, fast paced and rapidly growing company. We're looking for an intentional storyteller that is passionate about using the latest marketing trends to accelerate CAF's expansion into new domestic verticals and global markets. If you have a strong ability to hit the ground running to keep the momentum of CAF going strong, then keep reading; this may be the perfect opportunity for you! You will be responsible for developing, implementing and executing strategic marketing plans that cover a broad spectrum of functions and responsibilities which include, but are not limited to: company branding, external and internal communication, as well as sales and product support. To do this, you'll need to manage and create content for social media, newsletters and press releases, maintain our online presence, create marketing literature, coordinate events and tradeshows, develop ad campaigns and more! Now comes the fun part – do you have that 'never enough' outlook where you are always looking to do more and learn more and never satisfied with status quo? If you answered yes, let's talk; this position has significant opportunity to grow in responsibility, title and compensation growth.

CAF is a rapid growth company that sells outdoor cleaning products B2B to Fortune 500™ direct accounts. Year over year, our sales growth exceeds 20%. CAF takes pride in our unique, down to earth culture with enthusiastic, tireless, tenacious, grounded, yet super-fun employees that are diverse in background and talent. Our culture is customer oriented and sales is key to the growth of our fast-paced company. We believe that customers come first. We have a strong work ethic and are engaged and committed to ongoing success. CAF recognizes the need for balance between work and family – the expected travel is sporadic and up to 10% with weekends home to spend with family and friends. If you get excited about working where you live, driving change, and being an integral part of a growing organization, then CAF is where you should be!

The Marketing Manager reports directly to CAF's CFO, [Derek Zahajko](#), whose data driven mindset and knowledge of this business ensures his department and employees are firmly aligned with CAF's broader initiatives and strategies. Derek's leadership style is one that sets the vision for the team, clearly and compellingly, then steps back and allows the team to work while being available to provide support if required.

Your Core Responsibilities

- You will develop, implement and execute CAF's marketing strategy in coordination with graphic design, sales, product and executive teams.
- Generate qualified leads, and promote products to new domestic verticals and global markets.

What You Will Need to Succeed:

- In-depth understanding of the B2B marketing process and best practices
- Ability to learn quickly, multi-task, as well as work independently and in a team environment
- Interpersonal and relationship building skills required
- Strong organizational, social, written and verbal skills
- Strong computer skills (Word, Excel, PPT)
- Accuracy and attention to detail
- Professional and consistent work habits, strong work ethic, driven to achieve company goals
- Satisfy pre-employment drug testing
- Reside within 15 miles from CAF Office (Maple Valley, 98038)

Top 5 Reasons Employees Recommend CAF:

1. Great culture and solid team values
2. Opportunity to make a significant impact
3. Opportunity for career and personal development
4. CAF is innovative: we're "cleaning up the world!"
5. Be a part of a fast-paced growth company

If this sounds like the challenge you've been looking for, email your resume and cover letter to jobs@mycaf.com

You Might Also Have:

- Proven B2B marketing management experience
- Experience in Search Engine Optimization (SEO), PPC, CMS, Social Media and Email Marketing
- Understanding of web design and web analytic software
- Budget-management skills and proficiency with accuracy and attention to detail
- Proven problem solving and analytical skills
- Experience managing a team of people
- Undergraduate degree preferred

A Preview of Your Day-to-Day:

1. Company and Product Brand Development Branding

- a. Overall responsibility for brand management and company identity
- b. Building brand awareness and positioning
- c. Develop marketing campaigns from start to finish to promote the company, products or key initiatives
- d. Handling social media, public relation efforts and content marketing
- e. Create promotions and advertising with product managers

2. Marketing Management

- a. Directing, planning and coordinating marketing efforts
- b. Monitor and report on effectiveness of marketing communications and activities
- c. Develop and manage budgets including expenses, expected return on investment and long term projections
- d. Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives

3. Supporting Sales and Lead Generation

- a. Organizing company conferences, tradeshows & major events
- b. Manage and improve lead generation campaigns, measuring results

To apply, email resume and cover page to: jobs@mycaf.com