

Position: Marketing Specialist
Location: Houston
Reports to: VP Sales

Description:

We are seeking a **Marketing Specialist** to support digital initiatives, campaigns, events, and budget management within the oil and gas sector. This role requires a creative, detail-oriented professional with strong digital marketing skills, the ability to execute thought-provoking content, and the organizational capacity to manage event schedules and marketing projects.

Key Responsibilities

Digital Marketing & Brand Presence

- Plan, execute, and measure digital campaigns across channels (email, social media, website, SEO/SEM, paid ads).
- Maintain and improve the company website to support lead generation and brand consistency.
- Manage and grow social media presence (LinkedIn, YouTube, X, etc.) with creative, data-informed content.
- Track performance metrics (traffic, engagement, conversions) and translate data into actionable insights.

Content Creation & Media

- Produce creative digital content—videos, podcasts, animations, graphics, and case studies—to support campaigns and sales.
- Collaborate with technical and commercial teams to simplify complex topics into engaging, credible stories.
- Contribute to email marketing and automation workflows for customer retention and engagement.

Events & Campaign Support

- Support the planning and execution of trade shows, conferences, and webinars.
- Coordinate marketing materials, presentations, and promotional content for events.
- Track results and report on post-event ROI, leads generated, and brand exposure.

Strategic & Financial Awareness

- Assist in tracking marketing budgets, expenses, and campaign ROI to ensure cost-effective results.
- Support marketing forecasts and performance reporting in alignment with business objectives.
- Collaborate with Sales, Product, and Finance to ensure marketing activities drive measurable commercial outcomes.

Innovation & Growth

- Identify emerging marketing tools and technologies to improve efficiency and reach.
- Contribute creative ideas for brand storytelling, digital campaigns, and customer engagement.
- Continuously explore ways to connect digital presence with business development goals.

Qualifications

- 3–5 years of experience in digital marketing, communications, or campaign coordination (B2B or technical industry preferred).
- Strong understanding of LinkedIn, Facebook, Youtube and other digital platforms for professional engagement.
- Hands-on experience with website CMS (WordPress or similar), SEO/SEM, and analytics (Google Analytics, HubSpot, etc.).
- Exposure to marketing automation and CRM tools (HubSpot, Salesforce, or similar).
- Experience creating or editing digital media such as videos, podcasts, or animations is highly preferred.
- Proficiency in creative tools such as Adobe Creative Suite or Canva.
- Business-oriented mindset — understands how marketing influences growth, customer acquisition, and profitability.
- Comfortable analyzing data, forecasting results, and participating in discussions around marketing ROI.
- Excellent communication, time management, and project coordination skills.
- Bachelor's degree in Marketing, Communications, or related field.

Why Join Us

- Apply your creativity and digital skill set in a company that values innovation and results.
- Gain mentorship and exposure to high-level marketing strategy under experienced leadership.
- Learn how to connect creative marketing with financial outcomes and company growth.
- Competitive compensation, clear advancement potential, and a collaborative culture.