



Flowco Production Solutions is experiencing explosive growth and is currently looking for a Digital Marketing and Web Specialist to join our dynamic team. Although a young company, Flowco is already a recognized industry leader in the engineering, design, manufacture, and installation of Artificial Lift optimization tools and technology, providing innovative solutions and a remarkable experience to oil and gas operators across the U.S. and Canada. We are customer-driven, out-of-the-box thinkers, and love what we do at the office, without forgetting the personal motivations we have for being at the job in the first place -- family, friends, a rewarding career, making a difference, and of course, good compensation and recognition for our efforts.

**We are seeking a Digital Marketing and Web Specialist to become an integral part of our artificial lift team! This position is located in Houston, TX.**

The Digital Marketing and Web Specialist's role is to design, create, improve, and measure targeted digital marketing programs and web initiatives to support our aggressive expansion and growth of the company services, products, and markets.

### **Responsibilities:**

Under the supervision of the senior marketing manager, (s)he will demonstrate proficiency in the areas of CRM, web advertising, social media, measurement of digital programs and campaigns, and web development. They will rely on judgment in planning and experience to accomplish identified goals. They will manage and develop [www.Flowcosolutions.com](http://www.Flowcosolutions.com) to ensure the website reflects our business capabilities, solutions, and strategy and will continually look for ways to improve the experience of visitors on our global website(s). He or she will also manage technical and marketing aspects of web projects such as digital newsletters and partner with internal stakeholders and sales for content marketing, demand generation, and improvements in functionality of the site. Specific duties include SEO/SEM performance including crawl issues, PPC, backlink profile, keyword rankings, organic traffic, and opportunities for competitive improvement.

S/he will interface with the marketing communications team, freelancers, product marketing managers and agencies for general marketing, PR, events and tradeshow. Other duties include leading ongoing management of digital touch points, including Flowco social networking, software automation packages, landing pages, and mobile.

Owning and maintaining site analytics, metrics, and campaign reporting will fall under this individual's job description. S/he will develop and manage our online internal Company Store site.

### **Qualifications:**

#### **Minimum qualification:**

- Bachelor's degree or diploma in graphics-related field.
- 4 years of experience in digital marketing within the High Tech or Oil and Gas industry.

### **Position Details**

- Full-Time, Supervisory Role
- Excellent compensation package with benefits

**Education:** High School Diploma/GED, Technical certification

*Must be able to pass mandatory pre-employment drug screen, random drug and/or alcohol tests; and subject to driving history and criminal history background check. Benefits include medical, dental, vision, paid time off and 401(k).*

Send resume including work history to **careers@flowcosolutions.com**. *No calls and no recruiters please.* In the subject line please type: **District Manager - NM**