



Digital Marketing Maverick – St. Louis, MO

Who We Are

Forest Products Supply is a large wholesale distribution business in the building material industry. We buy and warehouse material from all over the world and truck it out to our customers within a 200-mile radius. We provide the core materials that go into single-family, multi-family, and commercial construction, and you can see the result of your work on a daily basis as we have a hand in most new construction in the area. We have seven distribution centers throughout the Midwest and cover 15 states.

We are family owned and operated and are extremely employee focused. We look to hire people for the long-term and have virtually no turnover. We offer good pay, full benefits, profit sharing, and an annual bonus. While we work hard and do good work, we still believe that family is always first.

Our Needs

We are looking for a talented individual to lead our digital and traditional marketing efforts in a unique and growing space. We have a very clear and concise understanding of what we want to do and where we need to go, we just need help doing it in a high caliber and professional manner. This individual will be highly involved in content creation, digital advertising, social media, and other traditional marketing forms.

Forest Products Supply
www.fp-supply.com
9264 Manchester Rd.
St. Louis, MO 63144

Our Goals

- 1) Continue with our buildout of direct to consumer marketing silos. Our first iteration/model is www.shiplapdirect.com, and we have plans for at least three additional silos. All silos need work relating to website design, content creation, digital marketing, and social media. We have all the tools and resources needed, although we do need help in the digital ad space.
- 2) Perfect our traditional marketing at Forest Products Supply. This is both digital – our website, YouTube page, and social media – as well as traditional with physical displays, posters, and brochures. This is tactical work that requires creative energy, but also good business acumen to do it timely and on budget.
- 3) Help build our social media network by leveraging our existing relationships with key stakeholders (vendors, builders, contractors). Work with our existing team to create a constant funnel of content and stories that position us as the clear market leader.

At a high level, this individual would work directly with our General Manager and Shareholder who has a digital background and a passion for the incredible opportunities that digital creates. We are committed to doing this well and investing in all necessary levels and providing all necessary resources. We feel that this job is probably bigger than just one person, and we will give this individual the opportunity to build out a team of their choosing.

Qualifications:

We aren't big on resumes, just results. Show us a proven history of having both the digital skills to do the job and a business acumen to think strategically.

This is not a hand holding job. This is a job for someone who believes in themselves and is ready to take the reins of large and ambitious projects.

We will only review applicants that apply on our website at <https://www.fp-supply.com/forest-products-careers.html>, submit a cover letter, and submit examples of previous work that properly showcases your abilities.

The Nitty Gritty

We will wait for the right hire, but we are ready to start today. The job will require some office time, but we have no problem letting this individual work remotely. This will be a salary position with pay determined by experience and qualifications. It will be a full package with salary, paid time off, family health benefits, company matching 401(k), and annual bonus based on performance.

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