



JOB TITLE: Director - Marketing

Lima One Capital is headquartered in Greenville, South Carolina, Lima One Capital is a national specialty finance company, founded by Marines, that originates and finances first mortgage loans to real estate investors on non-owner-occupied investment properties. All loans are originated as commercial loans collateralized by residential properties. Our mission is to become the nation's largest and most respected lender for experienced and creditworthy real estate investors. Lima One originates in 41 states and continues to expand its national footprint and reputation within the single-family rental lending industry.

ABOUT THE JOB

Location: Corporate Headquarters - Greenville, SC

Lima One Capital is searching for a quality professional who possesses a passion for marketing, strong values, a great work ethic, and good communication skills. The position would be responsible for tactically implementing a comprehensive digital and traditional marketing strategy to enhance brand visibility, and generate leads through digital advertising, paid and organic search, social media and other digital channels along with traditional media channels.

This position reports to the Chief Marketing Officer.

ESSENTIAL JOB FUNCTIONS

- Plan and execute campaigns for lead generation, company promotion, branding initiatives, and launch of new product lines
- Utilize all existing and upcoming marketing techniques to help increase profitable sales and lead generation.
- Drive the department and provide guidance and feedback to other marketing professionals and vendors
- Regularly analyze and report on online marketing initiatives, including website, organic search rankings, paid search metrics, etc., to continuously optimize performance and conversion.
- Monitor progress and submit performance reports
- Control budgets and allocate resources amongst projects
- Maintain and promote company web presence (Social media, Website, etc.)
- Conduct general market research to keep abreast of trends and competitor's marketing movements
- Maintain Search Engine Optimization and digital advertising performance
- Drive internal content creation
- Manage outside vendor relationships from both a strategic and tactical perspective.
- Support Sales team, where needed, to develop customized marketing campaigns within their geographic areas
- Support executive team with corporate presentations and company meeting presentations

- Occasional travel to industry trade shows and meetings

REQUIRED QUALIFICATIONS

- Principled individual with high moral standards, intelligence and integrity
- 3-5 years of marketing experience, preferably in consumer transactions and/or financial services
- Comprehensive knowledge and competency in all areas of the marketing spectrum including but not limited to lead generation, SEM, SEO, social media, branding, and email marketing
- Excellent leadership and organizing skills
- Ability to multitask, manage time well, be organized, and stay on top of work-related tasks
- Display a go-getter attitude who is willing to take on responsibility, work hard, solve issues, and create results
- Excellent, clear, and concise professional communication skills
- Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords
- Adobe Creative Suite experience preferred
- Wordpress experience preferred
- Experience with Salesforce Marketing Cloud (or related marketing automation software) preferred
- Excellent working knowledge of MS Office Word, Excel, PowerPoint and Outlook
- Salesforce (Sales and/or Marketing Cloud) experience preferred
- Powerpoint and presentation software experience required
- Fun to be around!

BENEFITS

- Medical insurance
- Dental insurance
- Life, short-term disability, and long-term disability
- 401k plan
- Paid vacation

If you're interested in this position, please email your resume to Employment@LimaOneCapital.com.