

— NOW HIRING · CAREER OPPORTUNITY

# IN-HOUSE SALES & MARKETING MANAGER

Drive the brand, lead generation, and sales engine for one of East Texas's most established pre-engineered metal building manufacturers. Build the marketing function from the inside — with full ownership and direct access to leadership.

FULL-TIME

ON-SITE · ATHENS, TX

B2B / INDUSTRIAL

SALARY + BENEFITS

## ■ ABOUT ATHENS STEEL BUILDING

Family owned since 1976, Athens Steel Building manufactures pre-engineered metal structures for commercial, residential, agricultural, aviation, worship, and self-storage projects across the continental U.S. Every building is engineered, fabricated, and shipped from our Athens, TX facility — no outsourcing, no third-party shipping. Our reputation is built on quality and long-term relationships with dealers, builders, and end users.

## ■ WHAT YOU'LL OWN

- **Brand & Marketing Strategy.** Lead all marketing — digital, print, trade, and in-person — aligned to revenue growth.
- **Lead Generation.** Run campaigns across SEO, paid search, paid social, email, and trade publications to drive qualified inbound demand.
- **Content & Creative.** Direct website content, photography, video, sales collateral, and social voice across Facebook, LinkedIn, and other channels.
- **Sales Enablement.** Build the decks, one-pagers, and follow-up systems that help our sales team close more business, faster.
- **Vendor Management & ROI.** Manage our web team, photographers, agencies, and outside partners. Track performance, manage budget, report results to leadership.
- **Trade Presence.** Represent ASB at industry events, customer meetings, and trade shows.

## ■ WHAT WE'RE LOOKING FOR

- **3-5+ years** of B2B marketing experience. Industrial, construction, or building products backgrounds strongly preferred.
- Proven results in **lead generation and digital marketing** — paid media, SEO, email, CRM, analytics.
- Strong **copywriting, brand, and content development** skills. Press releases, landing pages, sales emails — all of it.
- Comfort with **HubSpot, Mailchimp, Meta & Google Ads, GA4**, and similar tools. CRM build-out experience is a plus.
- Self-directed and able to **own multiple projects** simultaneously. Bachelor's degree in marketing/business or equivalent experience.
- Willing to work **on-site full-time** at our Athens, TX facility. This role is not remote.

## ■ WHY JOIN ASB

- **50 years strong.** Stable, financially healthy, family owned since 1976.
- **Real ownership.** No corporate red tape. Your work shapes the brand.
- **Direct access.** Work alongside leadership and the founding family.
- **Compensation that reflects skill.** Competitive salary + benefits.
- **East Texas lifestyle.** Lower cost of living, no commute, real community.



OUR ATHENS, TX FACILITY

## HOW TO APPLY

EMAIL RESUME TO  
[Info@asbathens.com](mailto:Info@asbathens.com)

APPLY ONLINE  
[athenssteelbuilding.com / About / Join Our Team](http://athenssteelbuilding.com/About/JoinOurTeam)

CALL  
 903-675-5733

VISIT US  
 900 NE Loop 7, Athens, TX 75752