

JOB DESCRIPTION – MARKETING COORDINATOR

REPORTING: Reports directly to the Director of Business Development

POSITION PURPOSE

Provide support and oversight of the marketing functions of the company in concert with the Business Development Principals, Project Management and Safety staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Development/maintenance of building project photo sheets, project lists, resumes, references and marketing materials
- Lead the coordination, preparation and assemblage of all responses to Requests for Proposals and Requests for Qualifications.
- Coordinate and prepare all graphics, photography, interview materials and signage for presentations
- Maintain all marketing files and databases (clients, projects, proposals, etc.)
- Continual maintenance, upkeep, and updates of the company website
- Create weekly Labor Report newsletters and monthly Job Shack publications
- Maintain proposal preparation area, stocked with adequate materials/supplies
- Maintain signage inventory and develop custom signage for various uses
- Coordinate ordering of business cards and company stationary
- Assist Director of Business Development with Cosential client management data base updates including but not limited to mailing lists, project pursuit status and client gift lists
- Coordinate company events. Including but not limited to Open House, Holiday Party, Company Meetings, Classes, and other Special Events
- Generate management tracking reports and presentation materials
- Assist Director of Business Development with writing, proofreading and maintenance of written marketing materials
- Provide proof reading and grammar correction for project descriptions, letters of recommendation, and company correspondence
- Coordination of branded promotional items, apparel, and anniversary gifts and awards
- Coordinate holiday client gift preparation and distribution
- Coordination of photography of finished projects and active jobsite photography
- Coordination of electronic direct mail press releases
- Generation and maintenance of company's social media content on various platforms
- Coordinate company sponsorships and generation of company advertisements
- Provide support to the Contract Administrator to prepare all project contracts and legal documentation and track status when needed
- Provide support to the Project Administrator to distribute and track subcontract documents per policy when needed. This includes front desk coverage, including answering phones and directing incoming calls.
- Provide administrative support to the CEO, Director of Business Development, Safety Director, COO and Project Executives
- Candidate should have a positive attitude with regard to performing administrative tasks on an as-needed basis to support the company.

QUALIFICATIONS AND EXPECTATIONS

Personal Qualities

- *Honest, Genuine, Trustworthy*
- *Forward Thinker – ability to plan ahead and multi-task*
- *Exceptional communicator and listener*
- *Problem Solver - Resourceful*
- *Takes Pride and Ownership of Work Product*
- *Desire to learn and use technology – self improvement and a desire to grow skillsets is essential*
- *Organized and Detail Oriented*
- *Positive team attitude and respectful*
- *Strong Work Ethic and Loyal*

Technical Knowledge

- Proficient in Adobe InDesign
- Proficient in Adobe Photoshop
- Proficient use of Microsoft Office Suite
- Experience in Event Planning
- Proficient at or willing to develop copywriting skills related to the construction industry
- Ability to build relationships with multiple vendors and manage those relationships

Education

- 2-4 years of previous related experience preferably in the commercial construction industry.
- Bachelor's degree in Graphic Design, Marketing or other related field.

PERFORMANCE MEASUREMENTS

- Communicates well with Director of Business Development and other project stakeholders on progress/status of tasks and responsibilities.
- All marketing materials are thoughtfully prepared, proofread and delivered in a timely manner before they are sent to prospective/current clients and other industry partners.
- Administrative functions are completed in accordance with established standards, policies, and procedures
- Continual improvement of individual's knowledge of the commercial construction industry

This job description is not intended to be a complete list of all responsibilities, duties or skills required for the job and is subject to review and change at any time, with or without notice, in accordance with the needs of the Company.

Founded on Principles. Forged in Relationships