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| --- | --- | --- | --- |
| **Job Title:** | Marketing Coordinator | **Job Code:** | Click here to enter text. |
| **Reports to (title):** | Group President, Missouri Branch | | |
| **Department/Branch:** | Marketing | **FLSA:** | Choose Exempt Status |

# **JOB SUMMARY**

Responsible for the successful coordination and execution of a variety of corporate marketing, communications, and event management functions. The position plays a critical role in ensuring the best representation of the company’s reputation, brand and standards of service to its clients.

# **ESSENTIAL JOB RESPONSIBILITIES**

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| --- | --- |
| **Percentage of Time** | Job Responsibility *The job responsibilities should be prioritized in order of importance (i.e. #1 being the most important job responsibility)* |
| 20% | **Marketing** **Strategy** – Assist with the development of specific marketing strategies and media (e.g. print, broadcast, digital) to promote and position company services. Routinely collaborate with various internal parties, closely collaborating on a variety of creative projects. |
| 20% | **Event Management** – Support the planning of events such as luncheons, conferences, golf tournaments, galas, sporting events, and other company outings. Manage internal and external communications, plan for and manage invitations to attend the events. Assist with setup and breakdown of events as needed. |
| 20% | **Professional Writing & Content Development** - Work closely with the marketing team and other internal parties to write and edit compelling, well-researched externally facing content for the company’s marketing efforts. Content includes proposals, biographies, blog posts, white papers, case studies, articles and web copy. |
| 15% | **Digital Marketing** – Routinely update links and tags on the Company website and social media sites. Assist with the writing, preparation, and posting of Company social media information. Build social media and web-based content library to maximize timely distribution of news and relevant communications. |
| 5% | **Branding** – Assist with maintaining the company’s brand identity and provide consistent quality control and proofreading for brand standards |
| 5% | **Client Contacts & Mailings** - Manage and update all client contact information to be able to send out year-end greeting card, safety calendar, holiday gift, and invitation to client appreciation party. |
| 5% | **Promotions** – Solicit pricing from vendors, order and manage inventory of promotional items and marketing giveaways. Manage the Company Store, ensuring adequate supplies and up-to-date apparel. |
| 5% | **Employment Branding/HR Partnership** - Work closely with Human Resources to develop and reinforce an employment brand that bolsters recruitment and retention efforts. In conjunction with HR, participate in various recruiting activities such as career fairs. |
| 5% | **Photography, Videography & Design** – Using various hardware and software, coordinate the use of various forms of photography, videography and other graphic design elements. |
| 100% | Other duties as assigned. |

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

* Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
* Technical & Professional Writing – Impeccable spelling and grammar, editing and proofreading, and a sound understanding of writing styles.
* Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
* Customer and Personal Service — Knowledge of principles and processes for providing customer and client services. This includes needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
* Interpersonal and Organizational Skills – Ability to interact and network with various internal and external stakeholders, demonstrating emotional intelligence and social awareness. Strong attention to detail, time management, and multitasking abilities as well.

**WORK ENVIRONMENT**

Office

Non-Office

*If non-office, please describe:* Click here to enter text.

# **MINIMUM QUALIFICATIONS**

Bachelor’s Degree in marketing, communications, journalism, or related field of study (or equivalent experience)

3-5 years’ experience working in a variety of marketing sub-disciplines

Preferred experience working in Construction, Engineering and/or Architecture

# **ADDITIONAL INFORMATION**