

## Marketing Communications Specialist

**Reports to:** Marketing Director  
**Classification:** Non-exempt (Hourly)  
**Revision date:** 12/2024

### **Basic Function:**

Assists in planning, creating, and implementing communications material, media plans, and public relations programs. Works with others to develop marketing materials, trade advertisements, trade show materials, packaging, and/or online content.

### **General Duties and Responsibilities:**

- Under the direction of the Marketing Director, create, implement, and oversee messaging and internal/external communications that effectively describe and promote the organization and its products.
- Create and/or oversee the visual/graphic design to create a strong professional and consistent look across e-blasts, website, social media, marketing collateral, sales presentations, videos, packaging, and company stationery items such as letterhead, business cards, and logo signs.
- When necessary, coordinate projects with outside vendors, including marketing agencies, graphic designers, printers, photographers, etc.
- Maintain relationships with media professionals in key industry publications. Assist in the creation of advertising (print and online) and PR schedules, as well as the creation of advertisements, press releases, and article submissions.
- Execute all aspects of trade shows including the development of booth graphics, ordering show services, coordinating shipments/logistics, and pre-show and post-show communications/activities.
- Responsible for oversight and maintenance of the company website and social media sites, ensuring all information is accurate and current. For content that cannot be developed in-house, will coordinate with external resources.
- Act as facilitator/host for company AIA CEU webinars and presentations, including scheduling, assisting the sales team with presentations, and administration/reporting of CEU credits and certificates.
- Support company initiatives and serve on related teams as necessary.
- Regular attendance and the ability to follow all safety policies.
- Other duties as assigned.

### **Educational and Experience Requirements:**

- 4+ years of progressive marketing experience with a BS degree in Marketing required.
- Experience in the building industry a plus.
- Attention to detail and deadlines, strong oral and written communication skills (internal and external), and having a customer focus is a must.

- Exceptional organizational and time-management skills required.
- Proficiency in MS Word, PowerPoint, Excel, Outlook, CRM, and Adobe Creative Cloud required.
- Working knowledge of HTML, web development tools, SEM/SEO, social media management tools, and analytics required.
- Ability to effectively interact with peers and management of other functional areas.

**Physical Demands**

The physical demands of kneeling, reaching, standing, walking, lifting, talking, hearing, and repetitive motions are representative of those that must be met by an employee to successfully perform the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions of the position. Must have the ability for minimal overnight travel.

**Work Environment**

The work environment characteristics require exposure to a production environment while being subjected to moderate to high noise levels while performing the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions of the position.