



JOB DESCRIPTION

Job Title: *MARKETING MANGER*

Effective Date: **December 4, 2017**

Summary: The Marketing Manager implements, and manages the marketing strategies and activities for The Blueline Group. The Manager is responsible for the continuous improvement and maintenance of company's image and market share.

Essential Duties & Responsibilities: This position may include, but is not limited to, the following:

- Execute and develop as appropriate comprehensive strategic marketing plans and programs, both short and long range, to support the company's revenue objectives.
- Manage marketing operating budget.
- Perform market research studies and analyzes findings, along with firm leadership, in order to discover which market segments would hire the organization's services and how to best present those services to the selected target market to achieve the company's performance goals.
- Establish and maintain a consistent corporate image throughout all product lines, promotional materials, and events.
- Develop, implement, and maintain a social media strategy for the company.
- Coordinate regular corporate website maintenance and updates.
- Assist Principals & Project Managers with cultivating and developing potential business prospects and support ongoing client relationships in order to generate future business opportunities.
- Coordinate all public relations efforts including press releases, new hire announcements, industry events management, industry publication surveys and awards applications, and community involvement events.
- Oversee development and production of promotional and collateral materials.
- Assist Principals & Project Managers with preparation of proposals, presentations, and statement of qualification packages.
- Guide preparation of marketing activity reports and present to management.
- Identify and become a member of community and professional industry related organizations.
- Maintain and update project and proposal tracking databases, project descriptions, and resumes.
- Assist with recruiting through website updates, job fair coordination, PR, and social media strategies.

Supervisory Responsibilities: This position manages all aspects of the company's marketing strategies and activities while working closely with the company's Principals & Project Managers. As the Marketing Department grows responsibilities could include interviewing, hiring, and training marketing support employees; planning, assigning, and directing work; appraising performance; addressing complaints and resolving problems.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Self-starter that takes initiative and can achieve desired results with limited direction.
- Communicate effectively at all levels of the organization from leadership to entry level employees, as well as, clients and external teaming partners.
- Strong writing and editing skills.
- Confidently communicating and responding to feedback.
- Maintaining a high degree of accuracy in all of his/her work and documentation.
- Excellent organization and time management skills.
- Ability to learn and retain new information quickly.



Education/Experience

- Bachelor's Degree with an emphasis in Marketing, Communications, or Business and/or a minimum of 5 years of experience developing and executing marketing strategies.
- Experience in the local AEC Industry is preferred.
- Experience with the RFP and SOQ process from project initiation to completion.
- Experience with rebranding and/or cobranding of new companies.
- Experience with managing websites, social media, and traditional print media relationships..

Computer Skills

- Familiarity with marketing analytics tools, social media, and Microsoft Office suite.
- Familiarity with Adobe InDesign and Adobe Creative Suite products.
- Proficiency with HTML and website editing software.
- Experience with Adobe Acrobat Standard or Professional (creating/editing PDF files).

Analytical Skills

Strong analytical skills with ability to present data in an accessible and well organized manner to enable firm management to make informed decisions. Ability to solve practical problems and present solutions in situations where only limited standardization exists.

Language Ability

Ability to read, analyze, interpret, and present marketing reports, as well as ability to respond to inquiries from management, employees, customers, or members of the business community. Ability to effectively present information to groups of managers, customers, and the general public. Ability to create public relations, direct mail, website and social media content to targeted audiences.

Work Environment & Physical Demands: The work environment and physical demands characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position is typically performed in a standard office environment with desktop business equipment and frequent telephone calls. There may be frequent interruptions and high utilization on some days and low utilization on others. The noise level is moderate. Regional and Domestic travel may be required of this position.

While performing the duties of this job, the employee is regularly required to: use hands to handle, or feel; talk; see; and/or hear. Employee must be able to work in close contact with small and large groups. Employee must be able to lift up to 10 lbs.

Approval:

Manager/Supervisor: _____ Date: _____

Acknowledgement:

Employee: _____ Date: _____