



Mechanical | Electrical | Plumbing | Technology | Safety

March 25, 2021

**Position**

Marketing Coordinator

**Job Functions**

Marketing, Content Management

**Employment Type**

Full-time

**Benefits**

Medical Insurance, Life Insurance, 401(k)

**Industry**

Mechanical, Electrical, Plumbing and Technology Engineering

**Qualifications**

- Associates degree in marketing **OR** 5 years of experience
- Basic knowledge of WordPress
- Basic Knowledge of Adobe and Microsoft Office
- Excellent communication, organization, prioritizing, and multitasking skills

**Essential Duties and Responsibilities**

- The primary function of the Marketing Coordinator is to search Request for Qualifications/Statement of Qualifications, compile information for the RFQ/SOQ and submit documents.
  - Communicate and correlate with engineers submitting RFQ/SOQ
- Manage and update the website using WordPress.
  - Update case studies
  - Update Newsletter scroll
  - Update any description on the website as needed
  - Use Google Analytics to assist with the management of the Website
- Manage and update Social Media.
  - Update the LinkedIn as needed
  - Post new projects, new employee certifications, new awards, any news articles/stories

- Manage the marketing content and materials.
  - Create and manage training certifications
  - Create marketing folders for presentations
  - Update and manage resumes and case studies
  - Update and manage any other marketing materials for RFQ's and SOQ's
- Create holiday card and send out to the client list.
  - Generally, use Adobe Creative Suite or other design programs such as Canva
- Create and submit advertisements for local newspapers and magazines.
  - Generally, use Adobe Creative Suite or other design programs such as Canva
- Create presentations as needed.
  - For trainings, presentations, potential project interviews
- Manage marketing meeting with the inhouse marketing committee regularly every two weeks.
  - Inhouse marketing consists of engineers of different fields to collaborate on marketing strategy and materials.

#### **Secondary Duties and Responsibilities**

- Assist with Administration duties as needed
  - Answering phones
  - Preparing paperwork/documents
  - Filing
  - Assisting Engineers and the Administration Assistant as needed