

## MARKETING SPECIALIST

Division/Dept.	Sales	Location: Mason, OH
Job Title	MARKETING SPECIALIST	Reports to: Business Development Director
Type of position:	Hours <u>40</u> / week	
<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Contractor <input type="checkbox"/> Part-time <input type="checkbox"/> Intern		<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt

### JOB SUMMARY

*The Marketing Specialist works with the Business Development Director to develop and implement Pioneer’s strategic marketing plan. Responsible for external communications and events across Pioneer’s service territory; Assists with corporate internal communications and events jointly with Human Resources. Leverages social media to advertise Pioneer and enhance recruiting efforts; Assists in hiring talent and procuring resources for the Sales/Marketing function; Supports corporate as well as all satellite office communication and marketing needs. Champions the development, improvement, maintenance and/or implementation of company brand and standards.*

### DUTIES & RESPONSIBILITIES

#### Marketing Strategy

- Assists in developing and implementing Pioneer’s marketing strategy to align with corporate goals
- Prioritizes and recommends events, charitable donations, sponsorships etc.
- Maintains and promotes Pioneer’s corporate and employment brand both internally and externally
- Collaborates with key leaders in the organization to create design concepts that meet the customer’s needs and position Pioneer as the Glazing Subcontractor of Choice

#### Media Production

- Maintains and frequently updates website with current content, project information and photos
- Improves search engine optimization and tracks analytics
- Coordinates progress photography & facilitation of finish photography.
- Plans and coordinates videography as required
- Takes an active role in the GGOB recordings

#### Social Media

- Implements social media strategy and content plan
- Leverages company brand/maintains and enhances social presence
- Posts career opportunities and enhances recruiting through social media
- Monitors company feedback (e.g., Glassdoor, Indeed, Facebook, etc.) and coordinates responses as needed
- Drafts and distributes Pioneer News across social media channels

#### Public Relations

- Participates and sometimes leads industry, corporate and project-level events
- Maintains industry organization membership list and participates in events as requested e.g., ACI
- Participates on special project teams and committees as requested and based on need
- Works with BD Director to establish and maintain client and architect relationships from award through ribbon-cutting (and beyond); collaborates at key points in the project e.g., milestone events, coordinated media efforts, awards, photography, etc.

#### Communications

- Creates, maintains and distributes standardized marketing collateral throughout the company
- Responsible for monthly newsletter, sales wins, awards, articles for industry publications
- Be a resource for committee communications e.g., GGOB & ESOP
- Assists in creating training materials and job aids as required
- Assists in gathering and developing content for projects and market sectors for use in the sales pitch and RFQ/RFP proposals

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**JOB COMPETENCIES**

**WORK MANAGEMENT**

*Meets project milestones and deadline requirements; Successfully manages competing priorities; Complies with work processes; Work is typically submitted with few, if any errors*

**COMMUNICATION/TEAMWORK**

*Actively engages in project discussions by listening, offering plausible solutions and supporting group decisions; Interacts professionally and respectfully with customers and coworkers at all levels; Addresses and resolves conflict respectfully*

**PROFESSIONALISM**

*Demonstrates a positive “can-do” attitude; Self-directed, demonstrates initiative and willingly takes on additional tasks to improve self, others and/or Pioneer; Demonstrates flexibility and adapts to changes in work assignments, priorities etc.; Recognizes skill limitations, asks questions and takes ownership for mistakes; Promotes a trusting culture by not initiating or engaging in gossip conversations*

**LEADERSHIP**

*Champions company goals and promotes a positive image of the company, department and coworkers; Participates in external events as part of the Pioneer team; Sets high personal and project-related goals and works diligently to meet them; Initiates and leads discussions to address technical, process or schedule related challenges; Provides support and/or constructive feedback to team members and less-experienced coworkers; Communicates expectations and inspires others to meet/exceed them; Initiates and/or implements process improvements as required*

**POSITION REQUIREMENTS**

- Bachelor’s Degree in Marketing Management, Communications or related field and three years’ of marketing experience in a professional atmosphere
- Construction industry experience preferred but not required.
- Proven success implementing communications programs for internal and external audiences
- Experience managing multiple projects and meeting deadlines
- Highly self-motivated and self-directed
- A detailed knowledge of marketing best practices and procedures, work processes, and tools.
- Experience using Microsoft Office applications, as well as desktop publishing software (e.g., Adobe Creative Suite), graphics programs (e.g., InDesign, Adobe Illustrator, Adobe Acrobat, Photoshop).
- Ability to produce accurate, compliant, and compelling work independently and with others.
- Minimal travel may be required