

Marketing Associate

C. Erickson and Sons, Inc. has a need for a talented Marketing Associate to join the Erickson team. This individual will be responsible for the firm's marketing activities including proposals and qualifications, marketing collateral, communications and public relations, social media, company events planning, and special projects for firm leadership.

Erickson is a mid-sized Construction Management and General Contracting firm based in Center City Philadelphia. We offer a competitive salary commensurate with experience and an excellent benefits package. Erickson is an Equal Opportunity Employer (EOE).

Responsibilities:

- Assists with market research for the Vice President of Business Development and Leadership team.
- Maintains constant communication with senior leadership and VP of Business Development. Tracks marketing activities and participates in weekly marketing meetings.
- Maintains marketing information systems including project database and staff experience.
- Coordinates and updates existing marketing collateral materials such as project information sheets, brochures, resumes, proposals, presentations, mailers, and e-blasts.
- Coordinates production of all marketing materials with administrative assistance.
- Manages imagery and updates graphic layouts for marketing collateral.
- Coordinates project and staff photography internally and with consultants.
- Manages and implements entire proposal and qualifications process from RFP/RFQ receipt through proposal submission.
- Coordinates and prepares materials for presentations and project interviews.
- Implements public relations activities such as press releases, e-blasts, social media updates, and newsletters.
- Coordinates the involvement of technical personnel in marketing activities such as proposals, presentations, and resume updates.
- Uses Salesforce CRM system to create client lists for marketing materials distribution.
- Prepares and submits project award entries annually.
- Updates web site information and creates new content in collaboration with web designer.
- Coordinates and maintains inventory of marketing promotional items and supplies.
- Plans and coordinates company events and special projects for firm leadership.
- Involved in professional marketing organizations, such as SMPS, to keep up to date on best practices.

Skills:

- Understanding of construction or related industry and working knowledge of marketing theory and practices.
- Excellent written and oral communication skills.
- Self-starter and independent worker able to multi-task and ask for assistance when needed.

- Ability to collaborate with others and work as a team.
- Willing to step in and take on coordination of or administrative tasks for firm leadership when needed.
- Works well under pressure and can prioritize to manage short-term deadlines against long-term goals.
- Detail oriented and diligent in editing when preparing marketing materials.
- Proficient with word processing, desktop publishing, and social media platforms such as Microsoft Office (Outlook, Word, Excel, PowerPoint), Adobe Creative Suite (Acrobat, InDesign, Illustrator, PhotoShop), WordPress (or similar website editing platform), Salesforce CRM (or other CRM platform), LinkedIn, etc.

Education:

- Bachelor's degree in marketing, communications, or related field and at least 3-4 years of experience working for a construction or commercial real estate related firm in a marketing capacity.

Please submit a copy of your resume to:

ahein@cerickson.com

Find us online: www.cerickson.com