



Associate, Marketing & Communications (Full-time; Permanent)

Job Purpose:	To support the association's marketing and communications activities, creating strategic and engaging communications for GBCA members.
Responsible to:	President, Vice President, and Senior Manager, Marketing & Communications
Internal Relationships:	Board of Directors and stakeholders, executive management, GBCA employees
External Relationships:	General contractors, specialty contractors, construction suppliers & vendors, industry partners, AGC of America, local media, media vendors
Hours:	M-F, 8:30am to 5:00pm; some evenings for special events
Location:	Philadelphia, PA (Center City)
Salary:	Competitive Salary and Benefits Package

Key Responsibilities and Accountabilities

The Marketing & Communications Associate will primarily support the association's marketing and communications initiatives, following the direction of the Senior Manager of Marketing & Communications to create strategic and engaging communications for GBCA members. Essential duties will include, but not be limited to the following:

- Assist with maintaining a dynamic presence for GBCA on social media, including LinkedIn, Facebook, Twitter, Instagram, and Vimeo.
- Assist with creating and editing copy for newsletters, email blasts, articles, news releases, online campaigns, brochures, and publications.
- Assist with updating the GBCA website
- Assist with updating the GBCA Calendar of Events.
- Assist with outreach to membership or the media, as needed.
- Assist with maintenance of the online media library.
- Assist with the coordination of video and photo shoots.
- Assist with event planning and execution, including event photography, as needed.
- Additional tasks or responsibilities may be assigned, as needed.



Knowledge, Skills, and Abilities

The ideal candidate will possess the following:

- Excellent written and oral communication skills
- Ability to collaborate as a team but also be a strong, independent team member
- Attention to detail, proactive, and good organization
- Ability to achieve defined objectives with minimum supervision
- Ability to meet internal and external deadlines
- Experience managing multiple social media platforms
- Excellent PC literacy skills (Microsoft Office applications, Adobe Creative Suite, etc.)
- Experience with WordPress
- Professional and customer service-oriented individual with uncompromising ethics.

Education and Experience Requirements

- Bachelor's Degree in Communication, Journalism, Marketing, or relevant work experience
- 1-3 years of experience in Marketing or Communications

Responsibilities and qualifications may change at any time, with or without notice.

Work Conditions/Physical Demands

The Marketing & Communications Associate works in a typical office environment. A typical workday will include, but not be limited to: walking around the office, sitting at a desk, using the computer, using office machines, moving boxes/event supplies, and speaking on the phone. Periodically, the Marketing & Communications Associate will help with association events, which may take place outside of regular business hours and at event venues in the greater Philadelphia region.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Application Instructions

Qualified candidates should submit the following to the attention of Byron Lee via email to blee@gbca.com:

1. Cover Letter
2. Resume
3. Names and contact information for three professional references

Applications that fail to fulfill this requirement will not be considered.