

Job Title: Strategic Marketing & Communications Director	Full-Time
Reports to: Chief Administration Officer	
Department: Administration	

Purpose

Responsible for planning, development, and implementation of all the company's marketing strategies, marketing communications, and public relations activities, both external and internal in support of the company's growth. This includes developing a deep understanding of how Gilmore solves customer problems and developing key messages and impactful stories that illustrate our capabilities to customers and future recruits. Working closely with business development and the leadership team, this role is responsible for positioning our services and equipping the business development and construction team members to successfully interact with targeted customers.

Key Organization Initiatives:

- Project Procurement
- Customer Care Program
- Processes and Procedures
- Market Development & Growth

Essential Duties and Responsibilities*

Strategic Marketing:

- Create corporate Marketing & Business Development Plan(s)
- Create market specific planning for company to organize, execute, and track marketing strategy over a given period of time
- Create market analysis to help reduce risk, identify emerging trends, benchmark evaluation, and help project revenue
- Measure results of programs, document key learnings and drive continuous improvement toward achieving business outcomes

Communications:

- Develop and maintain company brand management
- Manage external communications by creating material to augment customer interactions including exhibitions, advertising, awards, website content, social media, email
- Manage internal communications to engage employees such as the monthly newsletter, intranet announcements, etc.
- Create materials for project-specific communications & events

Outreach and Engagement:

- Attend events and engage organizations that support local small business engagement and outreach
- Organization and association participation and engagement
- Work with Human Resources on recruiting efforts and developing retention strategy
- Seek out and attend career development and outreach events (i.e. local college career fairs)
- Coordinate with multiple teams within Operations (Marketing, Business Development, Estimating, etc) to effectively craft compelling stories of differentiation within the markets we serve

Marketing Management:

- Serve in leadership role with proposal and interview assignments, strategy, and review
- Consultant management
- Support the implementation of CRM to Operations and management of CRM
- Build and maintain efficient marketing processes, record keeping systems and historical information library.
- Act as principal coordinator and editor for all pursuit materials, including qualifications, proposals, and interviews
- Act as quality control in guaranteeing timeliness and quality of each state of proposal development to completion
- Develop and maintain annual budget
- Industry Rankings/Surveys
- Develop Department Reports/Analysis
- Work with Operations leadership to develop and implement a customer care program
- Development of project storytelling for internal and external communications
- Lead tracking & research efforts of various projects
- Manage website updates, and social media engagement
- Proposal & Interview Elements
- Create and maintain project sheets
- Create and maintain qualification packages (AIA 305, etc.)
- Help plan and execute events (corporate communications) including, year-end annual awards, groundbreakings, and other meetings
- Coordinate, write, and manage project award submittals
- Coordinate project photography
- Support implementation and promotion of company store

Qualifications

- Minimum 4-year degree in Graphic Design, Marketing, or related field preferred. Equivalent combination of education and experience may be substituted in lieu of 4-year degree
- 7 or more years of experience in construction industry preferred
- Possession of creative flair, versatility, conceptual/visual ability, and originality
- Good verbal and written communication skills, strong organizational skills with attention to detail.
- Ability to manage multiple deadlines and develop a plan in an often ambiguous and fast-paced environment
- Ability to interact, communicate, and present ideas
- Photography skills a plus
- Works well with little supervision
- Can take direction w/o follow up
- Proficient in Microsoft Word/Excel/PowerPoint/Outlook
- Familiar with InDesign, Illustrator, Photoshop and Graphic Design.

Working Conditions

While performing the duties of this job, the employee regularly works on-site at the construction work site where the employee is exposed to moving mechanical parts; high precarious places; fumes or airborne particles; outside weather conditions and risk of electrical shock. The noise in these work environments is usually moderate to very loud.

May perform other duties as assigned. Where applicable, all activities will include disabled and veterans' organizations.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; talk or hear and taste or smell. The employee is frequently required to stand and walk. The employee is occasionally required to climb or balance and stoop, kneel, or crouch. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

*May perform other duties as assigned.

Approved by:	Chief Administration Officer
Date approved:	3.1.2022
Revision Date:	10.4.2022

This job description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Employees will be required to perform any other job-related instructions as requested by their supervisor, subject to reasonable accommodations.

**To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.

Gilmore Construction is an Equal Opportunity Employer

EMPLOYEE ACKNOWLEDGMENT

I, _____, acknowledge review and receipt of this job description.
(Employee's Name - PRINT Name)

Employee's Signature _____ Date: _____

Supervisor's Signature _____ Date: _____