

Marketing Specialist Opportunity

Reports to Director of Marketing

Market Title: Marketing Specialist

Job Overview

Exciting opportunity for a talented writer and storyteller with marketing mindset! Assist with proposal copywriting and digital content development, marketing database management, internal marketing and other marketing duties as assigned. Enjoy a busy, forward-thinking office environment in a trendy space located in popular So-Flo district of San Antonio.

Summary of Duties

The primary duties and responsibilities of this position include the following:

- Writing and editing clear, compelling copy for a range of corporate marketing and communications materials (e.g. proposals, blog posts, website, newsletters, social media, etc.)
- Storytelling across print and digital platforms, with the ability to gather and synthesize complex or technical information from various sources, and use it as the basis to craft cohesive and persuasive narratives.
- Work with Director of Marketing and project leadership to develop message and content for proposals, presentations, and other marketing material
- Develop project stories and client testimonial content for marketing material
- Simultaneously manage multiple deadlines
- Marketing and proposal generation and assembly with supervision by Marketing Department
- CRM database maintenance
- Assist with planning/execution of Internal and External Marketing events
- Serve as a friendly, energetic face of the company
- Additional marketing duties as needed

Qualifications

The following qualifications are requirements of the position:

- Bachelor's Degree in English, Journalism, Communications, or related field
- Prefer 2+ years in a copywriting or marketing role. Experience at an engineering, architecture, or construction firm a plus.

- Excellent writing, editing and proofreading skills
- Experience and ability to tailor writing content based on the project type, message and intended target audience
- Strong research skills
- Hawk eye for detail
- InDesign skills a plus, can train
- Proficiency with Microsoft Office
- Strong organizational skills
- Thrive in busy, deadline-driven setting

Continuing Education

As needed, use courses, webinars, reading or other methods to enhance or improve skills used daily.

Working Conditions

This position may require occasional night and weekend work to complete projects to meet deadlines.

Physical Requirements

The ability to carry up to 30 lbs of marketing materials or packages is a requirement of the position.

Direct Reports

None

Last Update: March 2021