



# HARKINS

## MARKETING COORDINATOR

Supervisor: Marketing Manager

*Revised 10.29.19*

### ABOUT HARKINS

Founded in 1965, Harkins has become an industry leader in negotiated and design-build construction. With annual revenues over \$400 million and three locations serving the Mid-Atlantic and Carolinas, Harkins is a diversified construction management company specializing in commercial, government, and multifamily projects. As employee-owners, we strive to create growth opportunities, rewarding careers, and a unique culture while building relationships and improving the lives of the people with whom we work and live.

### ESSENTIAL JOB DUTIES

- ▼ Coordinate, prepare, review standard forms, expressions of interest, technical proposals, and presentations.
- ▼ Participate in pre-proposal meetings, kick-off meetings, and debriefings.
- ▼ Prepare project descriptions and resumes tailored for specific proposals.
- ▼ Coordinate proposal production, including typing, graphics, editing, reproduction, printing, and delivery.
- ▼ Provide compliant high-quality submissions with a high degree of accuracy and quality.
- ▼ Work directly with members of the proposal team in the strategy, development, coordination, and final submission of proposals.
- ▼ Provide marketing essential functions and responsibilities, as required.
- ▼ Ability to interact and communicate professionally with executives, internal departments, corporate staff, site teams, clients, and partners.
- ▼ Perform additional duties as assigned.

### SPECIFIC RESPONSIBILITIES

- ▼ Draft and maintain fact sheets, employee resumes, and creative material using Adobe Suite.
- ▼ Maintain the marketing and business development contact system (Salesforce/Microsoft Dynamics). Generate mailing lists for marketing efforts and track leads go/no go, and wins or losses.
- ▼ Maintain experience listings with all relevant information.
- ▼ Maintain project information in Dynamics.
- ▼ Attend required corporate meetings, training programs, and Harkins University seminars/webinars.
- ▼ Perform additional duties assigned.



## PREFERRED QUALIFICATIONS AND EXPERIENCE

- ▼ Bachelor's degree in marketing, communication, journalism, business administration, or related discipline.
- ▼ Minimum of 1-2 years of experience in marketing.
- ▼ Proficient with the Adobe Creative Suite, specifically InDesign.
- ▼ Proficient in Microsoft Office Suite, specifically Word, Excel, and PowerPoint.
- ▼ Experience working in Microsoft Teams a plus.
- ▼ General experience/understanding of database management. Salesforce or Microsoft Dynamics a plus.
- ▼ Knowledge of the RFP structure and proposal process.
- ▼ Ability to communicate effectively with senior management, corporate departments, clients, etc. and assist with marketing needs.
- ▼ Excellent written and verbal communication skills.
- ▼ Excellent organizational skills and ability to prioritize multiple responsibilities.
- ▼ Detail-oriented with the ability to drive issues to completion.
- ▼ Self-starter, strong work ethic, and a team player.

*A successful candidate must pass a pre-employment drug test and background check.*

## PHYSICAL JOB DEMANDS & WORKING CONDITIONS

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. While performing the duties of this job, the employee is regularly required to sit, stand, walk, talk, hear, touch, grasp, kneel, stoop, reach, or bend. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include: close vision, depth and peripheral vision, and the ability to adjust focus.

The above statements are intended to describe the general nature and level of the work being performed by the individuals assigned this position and are not intended to be exhaustive of all duties, responsibilities, knowledge, skills, abilities, physical job demands, and working conditions. Office work hours are 8 am – 5 pm with some flexibility as required.

**Note:** This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee.

Harkins Builders is consistently ranked among the best companies to work for, and we aspire to be the most respected and renowned builder for excellence, leadership, integrity, and unsurpassed value.

By signing below, I acknowledge and represent that: (a) I have read, understood, agreed with, and received a copy of this job description; (b) I agree that my employment with Harkins Builders, Inc. is "at will" as defined in the Company Handbook; and (c) as of the date of my signature below, I have not disclosed to the Company any facts or circumstances that would prevent me from satisfying all of the duties and requirements of the job.

## ACKNOWLEDGEMENT:

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Signature

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Date

*Harkins Builders is an equal opportunity employer. The company is fully committed to providing equal employment opportunity (EEO) to all qualified applicants for employment, as well as to all its employees, without regard to race, color, religion, sex, ancestry or national origin, age, marital status, sexual orientation, physical or mental disability, protected veteran status, or any other basis protected by law. In addition, the company provides reasonable accommodation to any disabled applicant in connection with the employment process, as well as to its employees in connection with all aspects of their employment.*