

MARKETING & COMMUNICATIONS SPECIALIST

Southway Builders, a growing Baltimore-based regional contractor, is searching for a highly driven, energetic, and tech-savvy Marketing and Communications Specialist. Candidates are desired to have a bachelor's degree in marketing, business or related field and possess a strong desire to grow both personally and professionally.

The Marketing and Communications Specialist will report to the Vice President of Business Development while also working closely with our Construction Operations, Preconstruction, and Senior Management teams in the development of high quality, professional proposals, presentations and other marketing-related documents. This role will also be actively involved in strengthening Southway's brand via social media, enhancing the employee experience through the development of engaging communication and events, and marketing philanthropic activities.

Successful candidate must be a highly organized self-starter with exemplary interpersonal, oral and written communication skills, and possess integrity, a strong work ethic, and a willingness to do what it takes to get the job done in a team-oriented, collaborative environment.

Responsibilities

- Proposal coordination including layout and editing
- Standardizing and updating proposal material
- Assist with interim marketing photos of construction project; coordinate with professional photographers for finished shots, and maintain photo library
- Update Southway's website including content updates and occasional website enhancements
- Internal and external eBlast newsletters
- Strengthen Southway's brand recognition, reputation, and audience engagement on social media
- Coordinate award submissions
- Further develop and maintain marketing database (Cosential)
- Assist with event planning
- Marketing Southway's philanthropic activities

Skills, Knowledge, And Abilities

- Proficient in Microsoft Office and Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere)
- Experience in updating and maintaining print templates, newsletters, company website
- Comfortable in a fast-paced, multi-tasked environment.
- Strong project management skills and attention to detail.
- Strong problem-solving skills, able to utilize internal and external resources to collaboratively reach resolution.
- Strategic, creative, analytical, and organizational skills.
- Fluent in popular social media platforms including LinkedIn, Facebook, Twitter, Instagram, YouTube, etc.



1318 E. Fort Avenue
Baltimore, Maryland 21230
410.332.4134

southwaybuilders.com

Education and Experience

- Bachelor's degree, in related discipline, or equivalent
- At least 2-3 years of related work experience
- Experience with planning, developing, and implementing marketing activities
- Experience in website design and content development

Apply Online: <https://southwaybuilders.com/job/marketing-and-communications-specialist/>

Southway is an Equal Opportunity Employer (EOE M/F/Vet/Disability)