



MARKETING MANAGER

Department: RUSH DEVELOPMENT COMPANY – *a division of The Rush Companies*
Reports To: Director of Human Resources
FLSA Classification: Exempt/Salaried

Job Summary

The Rush Companies are seeking an experienced mid-level **Marketing Manager** to join our diversified construction and real-estate management companies. Rush specializes in commercial and residential construction as well as real estate development, capital investments, and property management. We are a Puget Sound regional builder with over 35 years of industry experience, headquartered in Gig Harbor, Washington.

In the support of the businesses, the Marketing Manager will work with divisions to create the strategic marketing plan and manage the tactical execution of marketing, outreach, communications, and digital products for all *The Rush Companies*. This position will play a pivotal role in refining The Company's brand and reputation, building on current methods that elevate our presence, some of which are business and market segment specific, resulting in an integrated marketing campaign that ensures consistency and brand.

Marketing Responsibilities – working in coordination with business and staff leads to:

- Develop, implement and own the execution of the strategic plan, using predefined measures that evaluate/define results that lead to improved marketing strategies
- Influence the direction of the overall marketing strategy
- Lead company-wide branding campaign
- Generate innovative ideas to promote our Company culture; products and projects
- Develop and submit both a global budget as well as division specific budgets
- Create graphics/templates for HR materials and company/employee announcements
- Leverage partnerships, sponsorships and affiliates
- Manage CRM system and database (HubSpot)
- Update and maintain opportunity pipeline, verify CRM data to ensure integrity and maintain leads and contact lists
- Monitor and manage Company reputation management processes (BIRDEYE).
- Seek opportunities for customer/client reviews and publish accordingly, while implementing change in opportunity areas
- Plan for and manage Company website and business specific segments (HubSpot)
- Coordinate with staff on research, production and delivery of reports, proposals and qualifications
- Develop and maintain categorized databases by audience, division dependent
- Provide graphic design support for a variety of collateral materials

- Conduct market research including competitor analysis, homebuyer/customer studies, and overall sales analytics
- Assist business specific staff to identify notable activities and milestones and to generate marketing content for distribution on various internal and external platforms (project ground breakings, grand openings, topping off, etc.)
- Research and target speaking engagements at industry events
- Manage promotional system (company store), for marketing materials and collateral pieces
- Work collaboratively with team to determine community identities, including signage, monuments, plan naming, and all supporting sales medium
- Lead content publication for projects and communities

Outreach Responsibilities

- Manage and expand relationships with all media to ensure the most effective messaging and positioning for each division
- Engage industry organizations to identify opportunities for Rush team member(s) participating in presentations, panels, and other events. Develop marketing content to support these efforts
- Develop and implement marketing communication strategies in coordination with leadership and key staff
- Research, write, edit and proof all levels of copy for all external and internal needs
- Identify and participate in philanthropy events
- Proactively manage relationships with external real estate sales team

Key Skills & Competencies

- Technical Skills
 - Publishing tools: HubSpot, Sprout Social
 - Creation tools: Adobe Suite (Photoshop, InDesign, Illustrator), Word, Excel
 - Social: Twitter / Facebook / Instagram / YouTube / Blog / LinkedIn
 - Communication / Collaboration tools: Outlook / Asana
- Professional Skills
 - Excellent project management, organizational and prioritization skills
 - Excellent written and verbal communication skills
 - Marketing communications experience in copywriting, graphic design, or PR
 - Proficient in Microsoft Word/Excel/PowerPoint/Outlook
 - Proficient in Illustrator, InDesign, Photoshop and Graphic Design
 - Comfortable with web-based project management tools and collaboration technologies, such as Facebook, Twitter, Instagram, HubSpot, Sprout Social
 - Experienced working with databases and CMS platforms

Education & Experience

- Bachelor's degree in marketing, communications, English, business management and/or related fields
- 8+ years' experience in marketing or related fields
- Construction, real estate or A/E experience preferred
- Strong acumen in public relations

- Knowledge of industry-related marketing concepts and terms in order to read, interpret, and apply market information and trends to understand potential impacts on our businesses.

For more information about The Rush Companies or the application process, go to:

- <http://www.therushcompanies.com/rushcareers>

How to Apply:

- Please send cover letter and resume to jobs@therushcompanies.com or via U.S. mail, send to:

The Rush Companies
c/o Human Resources
6622 Wollochet Dr
Gig Harbor, WA 98335

Equal Opportunity & Drug-Free Employer

Disclaimer: This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job duties and responsibilities.