



Marketing and Business Development Associate

Department:	Rush Commercial Construction – <i>a division of The Rush Companies</i>
Reports To:	Director of Operations, Rush Commercial
FLSA Classification:	Exempt
Pay Range:	\$85k – \$105K

The Marketing and Business Development Associate will primarily be responsible for managing the execution of marketing, business development, and digital initiatives for Rush Commercial Construction. While this position will also coordinate with The Rush Companies marketing team, the main focus will be on advancing Rush Commercial’s marketing efforts, fostering community engagement, and enhancing the company’s reputation and brand throughout the Puget Sound region.

Marketing Responsibilities

- Coordinate with The Rush Companies marketing personnel on standard web content, branding and social media posting.
- Organize and lead proposal responses. Coordinate with project staff on the research, production and delivery of RFPs and RFQs.
- Develop and maintain RCC marketing library and database
- Provide graphic design support for a variety of collateral materials
- Manage social media and website content
- Coordinate content for website i.e., proposals and branding materials, and proof/edit other’s work
- Execute various communications to include distribution of press releases, email newsletters and/or intranet updates, etc.
- Ensure consistent branding and marketing throughout all projects
- Manage inventory and ordering of all marketing materials

Business Development Responsibilities

- Coordinate CRM entries and monitor lead generation/progression
- Identify key industry/community functions to promote/represent RCC and engage RCC team members to attend/support
- Develop and manage strategic partnerships to grow business
- Conduct market research for RCC use in pursuing new markets or clients to help drive strategy

Digital Responsibilities

- Work with The Rush Companies staff to research, collect, edit and produce written web content
- Monitor site content and ensure information displayed on the website is accurate and current
- Prepare photographic or video information for web presence or arrange for vendors to provide
- Use CMS to create and manage web content

Scheduling Assumptions

- Deadlines and events may happen outside standard business hours on occasion

Key Skills & Competencies

Skills:

- Ability to confidently interface with clients and decision-makers
- Excellent written and verbal communication skills
- Marketing communications experience in copywriting, graphic design, or PR
- Ability to prioritize and balance multiple projects simultaneously
- Proficient in Microsoft Word/Excel/PowerPoint/Outlook
- Proficient in Graphic Design programs such as InDesign, Illustrator or Photoshop
- Comfortable with web-based project management tools and collaboration technologies, such as Drupal, Joomla, Facebook, Twitter, WordPress, HootSuite
- Experience working with databases, CRM, and CMS platforms

Behavioral competencies:

- Ability to confidently interface with clients and decision-makers
- Easy to get along with and secure in temperament
- Results driven, proactive and able to work autonomously

Education & Experience

- Bachelor's degree in Marketing, Communications, English, Business Management, or related field
- 2-4 years' experience in marketing or related function OR
- 2-4 years' experience in business development and sales
- Construction, real estate, or A/E experience strongly preferred

Compensation & Benefits

- Compensation: \$85k – \$105K
- Benefits: Medical, Dental, Vision, Life Insurance, 401 (K) matching, Tuition Reimbursement, Paid Time Off and Bonus Pay.

Our team members at The Rush Companies have a strong reputation for exercising integrity, good judgment, and sound business practices in our dealings with clients, consultants, subcontractors and

suppliers. We are committed to selecting only those individuals who share in our loyalties while also maintaining our standards of quality and safety.

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 send via U.S. mail 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