



MARKETING COMMUNICATIONS ASSOCIATE

Department: Rush Commercial Construction – *a division of The Rush Companies*
Reports To: Director of Operations, Rush Commercial
FLSA Classification: Exempt

The Marketing and Communications Associate's primary focus will be to manage the tactical execution of marketing, communications and digital projects for The Rush Companies, **Commercial Construction division** (RCC). This position will also perform work for the remaining five Rush Companies; however, the greatest effort will be in support of RCC's needs to execute on all marketing initiatives and to promote our reputation and brand throughout the Puget Sound region.

Marketing Responsibilities

- Coordinate with project staff on the research, production and delivery of reports, proposals, and qualifications. Organize and lead proposal responses.
- Develop and maintain RCC marketing library and database
- Provide graphic design support for a variety of collateral materials
- Review and approve social media, blogs, website content
- Generate content for website i.e., proposals and branding materials, and proof/edit other's work
- Coordinate CRM entries, use and education. Provide updated data for marketing meetings
- Conduct market research for RCC use in pursuing new markets or clients to help drive strategy regarding markets and marketing
- Work with other RCC personnel to evaluate use of SEO and other marketing initiatives
- Manage mailing and contact lists and data. Refine for a variety of uses including mailing and gift lists
- Update and maintain image/data storage of photos and graphics
- Attend functions to promote/represent RCC in the AEC and educational communities
- Manage inventory and ordering of all marketing materials

Communications Responsibilities

- Research, write, edit, and proof all levels of copy for all online, offline, external, and internal needs
- Execute on various communications to include distribution of press releases, email newsletters and/or intranet updates, etc.
- Manage blog posts, working with identified author resources

- Act as a brand steward, upholding brand standards and consistency in all projects
- Identify opportunities to repurpose content, both written and visual, to promote brand and products to a variety of audiences

Digital Responsibilities

- Work with TRC staff to 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
- Manage content and reporting for all social media accounts
- Implement SEO best practices that pertain to RCC business to drive traffic to targeted website pages

Scheduling Assumptions

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

Goals of the Position

- Meet all internal and external deadlines
- Increase lead generation routing to appropriate staff
- Help set up and improve workflow processes when and where needed
- Manage external vendors and agency partners as needed
- Monitor and report project expenses and process invoices with accounts payable
- Promote RCC as viable contractor to clients, AEC community and potential employees

Key Skills & Competencies:

Skills:

- Excellent project management and organizational skills
- 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 InDesign, Illustrator, Photoshop, and Graphic Design
- Comfortable with web-based project management tools and collaboration technologies, such as Drupal, Joomla, Facebook, Twitter, WordPress, HootSuite
- Experienced working with databases, CRM, and CMS platforms

Behavioral competencies:

- Easy to get along with and secure in temperament
- Results driven, proactive and able to work autonomously
- Ability to relate to and work with a wide variety of stakeholders

Education & Experience

- Bachelor's degree in Marketing, Communications, English, Business Management, or related field
- 4 - 7 years' experience in marketing or related function at agency or internal MarCom department.
- Construction, real estate, or A/E experience preferred

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