

### **Marketing Manager/Sr. Marketing Coordinator**

The ideal candidate is a versatile, organized, resourceful thinker and implementer of the firm's business development goals and strategic pursuits. He/she should be outgoing with an eagerness to truly understand and promote the firm through highly sophisticated proposals, external marketing efforts such as social media, and digital and print collateral. This position leads and executes all internal marketing efforts including maintain the firm's project and personnel information from a marketing perspective. He/she will work closely with senior management and operations to support and market all disciplines of the firm.

B&F Contracting, Inc. is an established firm and leader in the heavy civil construction industry specializing in underground utility construction and pipeline rehabilitation services as well as traffic signals, street lights, and street construction and maintenance. The firm is seeking a Marketing Manager or Senior Marketing Coordinator to lead and execute the proposal development process and other company-wide marketing initiatives. The ideal candidate is a versatile, organized, resourceful thinker and implementer of the firm's business development goals and strategic pursuits. He/she should be outgoing with an eagerness to truly understand and promote the firm through highly sophisticated proposals, social media, digital and print collateral, and management of the firm's project and personnel information from a marketing perspective. He/she will work closely with senior management and operations to support and market all disciplines of the firm.

### **Professional Knowledge & Experience**

#### **Marketing**

- Collaborate with our project teams to understand and communicate firm/team member experience and key differentiators by gaining a strong understanding of our work and abilities
- Work closely with team members to extract, compile, and manage critical information about current and completed projects
- Manage process to store, update, and query critical project and resume information for efficient access of relevant data to assist proposal planning and preparation
- Partner with operation leaders in project pursuits, including strategy, content gathering and development, and proposal/interview preparation.
- Manage the overall proposal process by preparing submittals with a focus on marketing strategy, appropriate project/team member information, technical content, brand consistency, quality, and graphics.
- Prepare award entries and company presentations.
- Strategically assess and advance firm's website and other marketing efforts with focus on strengthened engagement of potential clients, guests, and colleagues.
- Develop and initiate external communication (social media, web blog)
- Assist with internal communication and events
- Scheduling and maintaining project photography

#### **Business Development**

- Work with management on executing BD/strategic plan, working with teams and individuals to fulfill plan objectives and goals
- Work with the management to support the firm in reaching target markets and clients; help individuals succeed in their sales efforts
- Lead research efforts on prospective/current clients' projects and opportunities; identify and qualify high value prospects/opportunities
- Collect and share market and competitor information
- Leverage CRM to optimize effectiveness in relationship building
- Provide public relations support

#### **Skill Sets Required**

- 3 + years (preferred) of experience in a professional marketing role
- Bachelor's degree in marketing, communications, or related field preferred
- Experience in A/E/C industry strongly preferred
- Ability to work and manage projects both independently and collaboratively
- Outstanding professional and effective written and verbal communication skills.
- Excellent time management and organization skills; ability to manage multiple assignments in a deadline-driven environment while maintaining a positive attitude.
- Must be highly detail oriented with a strong drive for results, yet be flexible and adaptable to shifting priorities.
- Resourceful, good judgment, and strong innovative problem-solving skills.
- Proficient in Adobe Creative Suite (e.g. Photoshop, InDesign, Illustrator, Acrobat) as well as the Microsoft Office Family (e.g. Word, Excel, PowerPoint, Outlook)
- Experience with CRM systems
- Website/social media editing skills a plus

B&F is an equal opportunity employer offering full time employees medical, dental, and vision insurance coverage; company-paid group term life insurance, paid time off (PTO), and 401k with matching contribution of 50% on a 3-year vesting schedule.

Applicants can e-mail their resume and cover letter to [hr@bfcontracting.com](mailto:hr@bfcontracting.com) or mail to 11011 N. 23rd Avenue, Phoenix, AA 85029.