



POSITION DESCRIPTION

Job Title: Marketing Specialist

Reports to: Vice President of Business Development

FLSA Status: Exempt

Scope of Position:

1. Support the planning and execution of all marketing activities for M Bar Construction (M BAR C), ensuring consistent brand representation, integrity, and alignment with divisional sales directives.
2. Manages corporate branding, marketing campaigns, online activity tracking, and coordination of marketing deliverables, while partnering closely with leadership and sales teams to support revenue goals.

Reporting Relationships:

1. The Marketing Specialist reports directly to and is fully accountable to the Vice President of Business Development.
2. No positions report directly to the Marketing Specialist, but they must have harmonious and productive relationships with other internal departments.

Job Requirements:

To perform this job successfully, an individual must be able to complete all areas outlined for this position in a satisfactory manner. Listed below are representative of the knowledge, skills, and abilities necessary to meet the minimum job requirements. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. Education
 - Required: High School Diploma or Equivalent
 - Preferred: Associate degree or Higher
2. Licensing/Registration/Certification:
 - Required: Valid driver's license (approved driving record required per company policy).
 - Availability to travel when required (travel periods typically vary between 1–5 business days).
3. Experience:
 - Required: A minimum of three (3) years of experience in increasing levels of Marketing or comparable administrative support.

4. A preferred working knowledge of the software below:
 - Microsoft Office Products (Outlook, Word, Excel, PowerPoint)
 - Marketing software including social media platforms
 - WordPress and various SEO/analytics software
 - Mailchimp and Canva

5. Abilities, Skills, and Knowledge:
 - Ability to manage web-based marketing strategies, campaigns, and trends.
 - Ability to create and adjust marketing plans according to market movement and response to campaigns.
 - Ability to produce clear and concise written correspondence (letters and emails).
 - Ability to produce branded marketing communications (flyers, brochures, press releases, trade show projects).
 - Ability to understand, value, and respond appropriately to internet analytics and marketing campaigns.
 - Preferred construction industry knowledge.

6. Physical Requirements:
 - Capable of sitting, standing, and bending.
 - Must maintain a neat, clean, and professional personal appearance.
 - Travel is required.
 - The physical demands described are representative of those required to perform essential functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

7. Vision Requirements:
 - Employees must have Close vision (clear vision at twenty (20) inches or less).
 - Distance Vision (clear vision at twenty (20) feet or more).
 - Color vision (ability to identify and distinguish colors).
 - Peripheral Vision (ability to observe an area that can be seen up/down or to the left/right while eyes are fixed on a given point).
 - Depth Perception (three-dimensional vision, ability to judge distances and spatial relationships).
 - Ability to Adjust Focus (ability to adjust the eye to bring an object into sharp focus).

8. Planning and Time Utilization:
 - Meets scheduled deadlines supporting M BAR C corporate goals and objectives.
 - Consistently recognizes and manages priorities based on M BAR C objectives.
 - Maintains an organized and efficient work environment.

Working Conditions:



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Working conditions are typical of a construction firm environment. The Marketing Specialist is required to move about the business indoors and outdoors. Time will be divided among the office, outside functions, and other locations as necessary.

Essential Functions & Responsibilities:

1. Strategy, Branding, and Campaign Management

- Execute M BAR C's overall marketing strategy, ensuring brand integrity and consistent voice across platforms.
- Assist in defining marketing strategies and implementing plans that partner with M BAR C sales directives.
- Create, implement, and adjust marketing and advertising campaigns based on verified sales strategies, market movement, and performance.
- Verify, maintain, and enforce branding standards across all internal and external marketing assets.
- Maintain a division-based marketing calendar; manage, approve, and publish updates.
- Create and maintain annual marketing plans
- Perform other duties as assigned

2. Content, Digital, SEO, and Analytics

- Manage and coordinate marketing materials, web content, and press releases.
- Track and analyze online performance (website traffic, social engagement, lead flow, campaign) and use analytics to refine strategy.
- Analyze and utilize intentional messaging and continuously update online platforms to increase SEO and website organic traffic, driving increased leads.
- Manage website(s) in coordination with web hosting/support vendors to ensure effectiveness, accuracy, and timely updates.

3. Communications & Marketing

- Produce branded communications including flyers, brochures, press releases, trade show materials, and newsletters/e-blasts.
- Create and distribute mass email newsletters and audience-specific e-blasts; maintain accuracy of contact databases.
- Keep promotional materials (brochures, apparel, etc.) updated and ready for distribution; maintain inventory and initiate ordering of replacements as needed.

4. Administrative Support & Coordination

- Answer marketing-specific phone calls and/or emails as needed.
- Coordinate and book Events for M BAR C
- Coordinate Marketing department calendars and provide updates on scheduled events.
- Coordinate Marketing events, meetings, and agendas as needed.

- Coordinate marketing materials and web content.
5. Events, Trade Shows, and Relationship Development
- Support coordination of conventions and trade shows when required, including planning, materials, and logistics.
 - Attend conventions, seminars, and other meetings to enhance professional knowledge and/or promote M BAR C, as required.
 - Cultivate client and vendor relationships through promotional item drop-offs of gifts and various marketing materials as needed.
 - Target key clients for specific Client Appreciation events and intentional investments.
 - Book company event logistics including hotels, flights, and related arrangements (as assigned).
 - Create and oversee development of preliminary marketing budget based on sales and marketing plan for review and approval, including monitoring and approving expenses.
 - Schedule marketing budget review meetings twice a year (or as market demand requires)

Performance Criteria (Key Measures of Success):

1. The Marketing Specialist is performing acceptably when the following are achieved:
 - Minimum 2 social media posts per week.
 - Manage and update website with current media and staff updates.
 - Successfully identify, manage, coordinate, and execute tradeshow.
 - Minimum 2 press releases per month on assigned outlets.
 - Create and maintain a companywide Marketing Strategy; quarterly division meetings with division leads ensure strategy is active and effectively utilized.
 - Create client Survey Program.