



Job Title: Marketing Specialist

FLSA: Exempt
Status

Reports To: Vice President –
Communications & Engagement

Hours: Full-time

Location: Mount Laurel, NJ

Who We Are

We're an entrepreneur, fast-growing team of project managers, estimators, superintendents, safety and administrative support personnel. As leaders in quality construction management, we're committed to providing impeccable service to our clients, a safe work environment for our team, and an opportunity for our employees to grow and enjoy the benefits of work/life balance. Here at ALLY, we cultivate a collaborative environment that values tenacity, attention to detail, and comradery. Since outstanding customer service is our best product, we strive to build long-lasting relationships with our entire customer base.

Position Summary

We are currently seeking an enthusiastic and collaborative communicator to coordinate and implement marketing communications projects, support the planning and execution of trade shows, special events, and conferences to showcase services and amplify messaging. This role is responsible for the creation and implementation of lead generating marketing campaigns, coordinating the complete campaign cycle including concept, copy development, design, scheduling, deployment and eventually reporting on results. You will source and develop content and visual collateral for campaigns, track projects and prepare status reports for stakeholders, as well as act as the liaison with consultants, vendors, and internal marketing and project teams.

Ideal candidate will have minimum 3+ years' experience out of digital marketing, agency type of role. Candidate must have a strong understanding and knowledge of digital website production and marketing messaging. This is a role for someone to assist with redesign of website, site maintenance, content and development and streamlining operations; they need WIX as a content management system experience. HTML knowledge is a plus as well; any sort of product management and tracking tools such as MS Office Suite. This person will be part of the communications team. Must be able to manage multiple priorities at once, strong sense of urgency, and ability to work independently as well as with a cross functional team.

A successful candidate will be digitally savvy, not afraid to be hands-on and able to apply best practices while balancing multiple projects and priorities. This individual will be comfortable actively participating in both technical and creative discussions and interfacing with cross functional teams - Marketing,

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Finance, Project Managers, and will have dealings with agency partners/consultants as well. We are looking for a self-starter—someone who can make decisions independently, drive alignment, solve problems and deliver results.

Other tasks, such as, written support to proposals, internal manual updates, instituting marketing updates across company materials, assisting with communication-related activities for human resource policies/forms, research, and veteran initiatives may be assigned based upon organizational need. You will aid in the creation and publication of content, brainstorming ideas, overseeing office activities, and putting together newsletters, press releases and manuals. Administrative and social media marketing experience is a plus.

Responsibilities and Accountability

- Offer support to all teams in designing and editing materials for a range of audiences and contexts, including research and meeting reports, case studies, briefs, toolkits, company manuals, marketing brochures, introduction presentations, training curricula and supporting documentation.
- Creative problem-solver with an eye for good design; on the cutting edge of emerging media trends and technologies.
- Liaise with graphic designers, photographers, video editors and other vendors to develop and produce materials.
- Ensure branding and style compliance across all materials.
- Support conference participation by managing exhibit arrangements, coordinating staff support, and procuring marketing swag materials.
- CRM database maintenance – import, coordinate leads and route to appropriate representatives for follow-up.
- Website maintenance including product page updates, feeds, web forms and registration forms.
- Manage video and animation production.
- Contribute to the effectiveness of marketing campaigns and programs by designing fresh, highly functional design, and supporting digital assets in a timely fashion.
- Manage company photography production (event photography, headshot, and agency style photos).
- Execute routine content updates including online text, images, and social media.
- Analyze, audit, and edit content to ensure conformity to standards including compliance, disclosure, formatting, brand and editorial guidelines.
- Set content guidelines and standard operating procedures.
- Develop and track metrics related to content use and management.
- Identify areas for content enhancement and create related improvement plans.

- Guide subject matter experts in content writing and related materials / activities.
- Complete other ad hoc special projects as requested by manager.
- Assist with repurposing and/or creating fresh content; produce content by writing articles, interviews and short blurbs for the possible organizational newsletters, email campaigns or publication.
- Develop and maintain collection of photos, graphics, icons, infographics, video clips to use in various digital content.
- Regularly monitor website and social media exposure by gathering and assessing data and analytics across a variety of digital platforms in order to assess the status of the company's public image.
- Get creative and contribute to brainstorming sessions for marketing, advertising or public relation type campaigns.
- Help implement communications strategies.
- Draft, edit and/or proofread communications copy (e.g. press releases, manuals, brochures, proposal content, social media posts).
- On occasion, may be asked to attend both internal and external events, send press releases to local and national publications.
- General administration efforts may include maintaining marketing calendars, answering emails, scheduling meetings, preparing presentations, gathering materials for conferences, and making travel arrangements.

Required Knowledge, Skills and Abilities (KSA)

- Possess ALLY's core values:
 - Be a trustworthy ALLY with uncompromising ethics delivering allegiance, honesty, and fairness.
 - Work with integrity, accountability, and commitment
 - Appreciate and respect the company culture of comradery in a diverse, inclusive, and collaborative work environment.
 - Think Safety First!
 - Passionate about giving back to others.
- Experience with content management systems (Wix); HTML familiarity an asset.
- Use of social media dashboards/management tools and social/web analytics software (Google Analytics) and experience translating it is a plus.
- Strong research, writing and copyediting skills; ability to communicate clearly and effectively.
- Excellent organization and time management skills, including ability to juggle multiple tasks and respond rapidly to new events and competing priorities.
- Detail oriented, self-motivated, and comfortable working in a small, collaborative team environment.

- Demonstrated ability to confidently communicate with and influence business teams and leadership.
- Working knowledge in Apple software applications such as Pages and Keynote, as well as, all MS Office Applications, particularly Word and PowerPoint.
- Excellent communication abilities (oral and written).
- Exceptional organization and fastidious attention to detail.
- Ability to be flexible and work with ambiguity.
- Must be a team player.
- Eligible to work in the United States.
- Must have reliable transportation.

Minimum Required Education

- Bachelor's degree in marketing, communications or a related field is desired.
- Background in communications, media relations, and/or knowledge management preferred.
- Minimum 3+ years of experience working as digital project manager in a corporate setting or an agency.

ALLY Construction Services offers a competitive salary and benefits package. To be considered, please email us your resume with the position you're applying as the subject line to HR@ALLYConstructionServices.com.

ALLY Construction Services is an Equal Opportunity Employer

Applicants are considered regardless of race, color, religion, creed, age, sex, pregnancy, family responsibility, national origin or ancestry, citizenship, marital status, sexual orientation, transgender status, veteran's status, genetic information, or status as a qualified individual with a disability or any other protected characteristic in accordance with applicable law.