

Senior Marketing Coordinator

Columbia Construction Company, a leading Boston-based construction management firm, is seeking a Senior Marketing Coordinator to join our Marketing Team. The Senior Marketing Coordinator will report to the Managing Director of Marketing and provide support to the entire marketing team, as well as market sector and key emerging leaders. Important qualifications include attention to detail, the ability to multi-task within a fast-paced environment combined with the capacity to handle and prioritize many concurrent projects and work independently or with a group.

Typical Duties

- Coordinate the development and execution of proposals, qualifications, and brochures
- Assist in the researching, writing, and editing of marketing communications (ex. project profiles, resumes, etc.)
- Update and maintain marketing collateral (project profiles, resumes, client lists, brochures, etc.)
- Write and edit marketing communications; consistent messaging
- Support brand refresh
- Assist in the management of branding: job site signage, apparel, vehicles, gifts
- Assist in the development, implementation, and training of office-wide standards and templates; monitor for consistent graphic quality and brand
- Track conference display opportunities, and coordinate production of materials
- Coordinate speaking engagements at conferences
- Track and complete magazine surveys and professional journal and directory listings
- Track project stats; update and distribute work in progress report; modify materials to reflect accurate project information
- Serve as a resource for staff for project based writing/editing support
- Create proposal graphics (i.e. schedules, site logistics plans)
- Assist in the implementation of public relations activities, including: outbound mailings (e-news and print)
- Provide graphic support for internal and external speaking engagements, conferences, ads, ecards, booklets, handouts, mailers, volunteer initiatives, corporate identity
- Support PR and social media efforts
- Assist in the development of award submissions
- Assist in conference preparation and planning
- Coordinate project photography, including scheduling date of shoot, formulating shot list with project team, and attending shoot when possible
- Coordinate internal and external (project milestones; conferences) events
- Serve as a liaison to HR for onboarding (business cards, esignature, photograph, apparel, resume, HR brochures)
- Assist in maintaining accurate and up-to-date information on the Website, including news, projects, photography, etc.
- Assist in maintaining accurate and up-to-date information on the Intranet
- Maintain master calendar of awards, conferences, presentations, listings and surveys, and editorial opportunities

- Maintain integrity of marketing drives
- Assist with updating and maintaining contact database
- Manage vendor relationships
- Conduct market research

Standard Qualifications and Requirements

- Bachelors Degree and/or related experience
- 2-5 years of experience in a marketing environment
- Strong written communication and graphic production skills required
- Proficient in Adobe Creative Suite and Microsoft Office programs, including PowerPoint
- Cooperative attitude in a team environment combined with the ability to work independently
- Ability to complete multiple tasks concurrently.
- Familiarity with Social Media

If interested in joining our team, please send resume to ktassmer@columbiacc.com with **Marketing Coordinator** in the subject line.