

# MARKETING SPECIALIST

## Summary

The Marketing Specialist works in collaboration with the Marketing and Business Development teams to develop strategic communications and digital marketing efforts supporting the firm's purpose and growth goals. This role assists with the development of strategy and creates dynamic campaigns, working as a content creator and storyteller to showcase the firm's unique projects, people, culture, and initiatives on a variety of mediums, including website, social media, e-mail, collateral, and more. Excellent writing skills and creativity are essential for success, while also utilizing various tools to monitor and analyze campaign performance.

## Our Vision and Values

The core values of Hollis + Miller are at the heart of everything that we do. As a Hollis + Miller team member, you live our core values through your day-to-day efforts as we work together to Design the Future.

- We are **purpose driven**, making a difference by impacting the lives of others through our work.
- We are **people centric**, empowering those around us to learn and grow within our dynamic culture.
- We believe in the **power of we**, supporting diversity of thought and recognizing that good ideas can come from anywhere.

## Basic Qualifications

- Accredited bachelor's degree in communications, marketing, or related field required.
- A minimum of 5 years of marketing experience to include communications, marketing, digital media, content creation and industry engagement as a work function required.
- A minimum of 3 years of industry experience in architecture, engineering, or contracting industries preferred.
- Knowledge of digital marketing, AI & SEO best practices as well as experience with social media strategy, content creation, and analytics.
- Proficiency in Adobe Creative Cloud, Microsoft Office required. Proficiency in digital media tools such as Hootsuite, Google Analytics, Chat GPT, WordPress, Mailchimp, etc. strongly preferred.
- Active participation in the community and industry associations (AMA, etc.) preferred.
- You have documentation that allows you to work in the United States of America without company sponsorship.
- You meet required background check standards.

## Desired Traits

- Exemplifies the qualities of professionalism, accountability, and thoroughness.
- Possesses excellent communication, relational, and dynamic writing skills, as well as a creative mindset.
- Possesses strong time management skills with the ability to multi-task, prioritize, and problem solve independently while remaining driven and committed to projects at hand.
- Sets an example of leadership and teaming through a spirit of cooperation and collaboration.
- Proactively identifies potential conflict and takes timely and appropriate action to find equitable resolution.
- Aspires to be a lifelong learner, continuing to develop knowledge and skills through a growth mindset.

## Role Responsibilities

- A member of the Client & Community Relations pillar.
- Reports to MarCom & Business Development Director.
  - Contributions include but not limited to the following:
    - Manage and maintain brand consistency across all platforms.
    - Work closely with the Director of Marketing to develop and implement overall communications and marketing strategy, monitoring results and making shifts as needed.



- Develop dynamic communications and campaigns to increase awareness and expand business, working collaboratively with the marketing team to ensure messaging and creative assets are effective, cohesive and on brand across multiple platforms.
- Lead and manage firm's photography efforts including shot lists, budgets, and execution.
- Manage ongoing social media presence to grow followers and impact, including creating and curating content and campaigns, interacting with industry partners and utilizing tools to measure performance through ongoing research and analytics reporting to improve results.
- Coordinate and create content for a range of marketing needs for social media, emails, ads, collateral materials, internal communications and more supporting the firm's projects, culture and initiatives, including written blogs, project stories, video highlights and more.
- Organize media and public relations efforts for industry events, groundbreakings, ribbon cuttings, press releases and features in industry publications.
- Collaborate with internal team members to maintain internal communications platform (Internal Connect).
- Plan and lead project award submissions.
- Maintain website content and lead SEO efforts, researching and implementing best practices to optimize content. Monitor and analyze performance using analytics and available insights.
- Monitor trends in digital marketing, AI, social media, design, strategy, and best practices to inform the firm's overall strategy.
- Support the firm's participation in professional, client, and community organizations.
- Collaborate and assist in the development of proposal responses as needed.
- Assist with trade shows and events as needed.

**Other Requirements include the ability to:**

- Travel, including overnight and multi-day, may be required.
- Maintain reliable transportation.
- Adhere to safety regulations as prescribed by contractor protocol as applicable.
- Sit or stand for long periods of time.
- Exchange information in person, online, and on the phone.
- Frequently use a computer, mouse, and keyboard.
- Read, prepare, and proofread documents.

We may alter any or all the above from time to time to further our desire to make you, the Firm, and our clients great! Hollis + Miller is an Equal Opportunity Employer

Hollis + Miller accepts applications for this role on an ongoing basis, until it has been filled. Resumes and portfolios can be submitted to the email address listed on the Hollis + Miller website's career page.

