



Marketing Assistant

Job Description

EXEMPT (Y/N): Yes	LOCATION: Corporate Office
HOURS: Variable, Minimum 40 per week	DEPARTMENT: Marketing/Business Development
	SUPERVISOR: Marketing Coordinator

SUMMARY: The Marketing Assistant is an experienced individual who supports the Marketing and Business Development Departments for Otto Construction. This individual's primary responsibilities are assisting in tracking and responding to Requests for Qualifications (RFQ) and Requests for Proposals (RFP) and maintaining relevant marketing material. He/she works directly with in-house project teams as well as outside clients, architects, and consultants. This individual remains active in the Architect/Engineer/Consultant marketing community and keeps Otto Construction involved with local and regional business affairs.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to the following. These duties describe the minimum activities of this position. These duties are subject to change in order to accommodate the needs of the company.

- **Proposal Writing** – Is responsible for responding to RFQs and RFPs in a professional, timely, and accurate manner that reflects the qualifications, experience and history of Otto Construction.
- **Research** – Supports the Business Development Department and the process of acquiring new business for Otto Construction. Performs research to help further develop the company's marketing principles and expand client list.
- **Information Management** – Creates and updates informative publications such as resumes, company brochures, presentations, newsletters, website, and other company marketing collateral.
- **Event Planning** – Help plan company events and organize attendance for industry related events.
- **Social Media** – Understands and implements social media strategies.
- **Professional Development** – Is interested in advancing marketing and business development skills by getting involved in industry events and other business-related activities.
- **Organization** – Coordinate and assist teams in preparing for project interviews and presentations.

SKILLS & EXPERIENCE

- **Technical** – Adobe Suite (InDesign, Photoshop), Microsoft Office (Word, Excel, Power Point).
- **Time Management** – Ability to multi-task, collaborate, self-motivate, and organize.
- **Proficient writing** – Excellence in proposal writing and editing, communication, and correspondence.
- **Relations** – Ability to establish good relations with potential clients and all levels of fellow employees; involved in industry related organizations and interested in non-profit volunteer roles.
- **Strategic** – Ability to create a marketing plan that supports company goals.
- **Teamwork** – Is enthusiastic, creative, humorous, detail oriented, motivational, flexible, and professional.
- **Background** – Strong knowledge of the A/E/C industry and regional issues.
- **Driven** – Self-motivated and works effectively and efficiently when it comes to meeting project deadlines under tight time constraints.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

Bachelor's Degree in business administration, marketing or communications and 2 years progressive experience in business management related activities.

LANGUAGE SKILLS:

Ability to read and interpret documents such as Requests for Qualifications, Requests for Proposals, and Bid Instructions. Ability to speak effectively in one-on-one situations with customers and employees.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

REASONING ABILITY:

Ability to interpret a variety of instructions furnished in written and oral form.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid driver's license and good DMV record to operate vehicle on company's behalf.

OTHER SKILLS and ABILITIES:

Recognized as a self-starter and ability to meet deadlines

Ability to work well with others and achieve team goals

Highly dependable with excellent organizational and time management skills

Work well with marketing coordinator and business development team

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to handle or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to sit, stand, and walk. The employee is occasionally required to climb or balance, and stoop, kneel, crouch, or crawl.

The employee occasionally is required to lift and/or move up to 25 pounds and to walk up to 1 mile daily. Specific vision abilities required by this job include close vision and distance vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works near moving mechanical parts; in outside weather conditions and is occasionally exposed to wet and/or humid conditions, and fumes or airborne particles.

The noise level in the work environment is usually moderate.

NOTE: Otto Construction is a drug-, smoke- and alcohol-free workplace. Drug testing is a requirement for employment.

Otto Construction is an Equal Opportunity Employer.

Send your resume to Allison Otto – aotto@ottoconstruction.com. Please no phone calls.

Recruiters need not inquire.