Job Description

MARKETING SPECIALIST

EXEMPT (Y/N):	Yes	LOCATION:	In-Office, Sacramento
HOURS:	Variable, Minimum 40 per week	DEPARTMENT:	Marketing
SALARY RANGE:	$70K - $90K	SUPERVISOR:	Marketing Director

SUMMARY: The Marketing Specialist supports both proposal development and firm-wide marketing initiatives. This role flexes based on proposal workload, collaborating closely with the Proposal Coordinator during active pursuits and shifting focus to broader marketing efforts during non-peak proposal periods. The ideal candidate is equal parts writer, designer, organizer, and collaborator, comfortable moving between deadlines, creative work, and technical content.

ESSENTIAL DUTIES AND RESPONSIBILITIES include but are not limited to those listed below. These duties describe the minimum responsibilities of this position and are subject to change to accommodate the needs of the company.

- **Proposal Writing** – Support RFQ/RFP responses in collaboration with the Proposal Coordinator by writing and editing narratives, resumes, and project descriptions, assisting with layout and production, and ensuring accuracy, compliance, and on-time delivery. Proposal responsibilities flex based on workload and pursuit schedules.
- **Website Management & Digital Presence** – Manage and update the company website with current project information, news, and career content, ensuring consistency with brand standards and business priorities. Coordinate photography and visual content to support digital storytelling.
- **Marketing Materials & Collateral –** Create and maintain marketing collateral including career fair materials, project sheets, promotional items, and branded assets to support recruiting, business development, and internal initiatives. Ensure all materials are visually polished and aligned with company branding.
- **Graphic Design & Visual Storytelling** – Provide in-house graphic design support for proposals, marketing materials, social media, and events, translating technical information into clear, compelling visuals. Maintain templates and uphold brand standards across all platforms.
- **Photography & Content Capture –** Coordinate and assist with project, event, and team photography, identifying opportunities to capture work-in-progress, completed projects, and company culture. Organize and manage photo libraries for easy access and reuse.
- **Events, Career Fairs & Community Engagement** – Assist with planning and execution of career fairs, industry events, and community or client engagements by preparing materials, coordinating logistics, and supporting on-site needs. Ensure events are well organized and reflect the company's brand and culture.
- **Bid Runner** – Able to communicate clearly over the phone with Estimating and follow bid instructions to deliver time-sensitive bids.
- **Professional Development** – Is interested in advancing marketing and business development skills by attending industry events and getting involved in other business-related activities.

SKILLS & EXPERIENCE

- **Technical** – Adobe Suite (InDesign, Illustrator, Photoshop), Microsoft Office (Outlook, Word, Excel, PowerPoint).
- **Time Management** – Punctual and highly dependable with the ability to multi-task, collaborate, self-motivate, and organize. Ability to make efficient use of time to meet proposal deadlines and complete tasks in a timely manner.
- **Detail Oriented** – Ability to pay close attention to all the small particulars when working on a prequalification or proposal to ensure compliance with all requirements.
- **Proficient writing** – Must be a skilled writer and able to effectively communicate highly technical concepts, terms, and processes to varying audiences.

- **Communication** – Ability to establish good relations with project partners (architects and engineers) and all levels of fellow employees; involved in industry-related organizations.
- **Strategic** – Ability to support the department and company goals.
- **Teamwork** – Is enthusiastic, creative, humorous, motivational, flexible, and professional. Ability to work well with others and achieve team goals.
- **Background** – Strong knowledge of the A/E/C industry and regional issues.
- **Driven** – Takes initiative and works effectively when it comes to meeting multiple project deadlines under tight time constraints. Performs all listed responsibilities with minimal oversight.

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, Journalism, English / Professional Writing, Graphic Design / Visual Communication, Marketing, or Communications and 2-4 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.

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 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. Specific vision abilities required by this job include close vision and distance vision.

WORK ENVIRONMENT: The work environment described here is representative of what 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.

STANDARD BENEFITS:

- 401(k) Plan with matching contributions
- Health, Dental, Vision, Life and Disability Insurance
- Vacation, Holiday, and Sick Leave
- Profit sharing/incentive plan
- Continued education & industry certifications

Resumes can be emailed to Samantha Hoshida at shoshida@ottoconstruction.com