

## **Marketing Manager, Turner Construction Company, Kansas City**

### **Position Description:**

This position reports to the Manager of Business Development and is responsible for working with the Business Development group in the production of proposals, presentations, correspondence and all marketing materials. Coordinates with Business Development staff for networking, trade shows, lead generation, public relations, etc., and to enhance our company image. Responsible for market research, graphic demands, photography and general maintenance of all sales materials. Oversees the Marketing Coordinator and Marketing Assistant.

### **Essential Duties & Responsibilities:**

#### *Sales/Marketing*

- Oversees the coordination and assembling of proposals/presentations: writing and/or editing text, design layout, graphics, resumes, schedules, etc., with oversight and input from Business Development
- Develop compelling responses to unique and challenging proposal questions within specified deadlines
- Implement new and improved proposal/presentation processes as necessary
- Compile, design and coordinate the layout and production of boards, videos and handouts required for presentations, etc., along with their inventory management
- Develop customized marketing materials as needed
- Monitor and research newspapers, publications and business journals relating to clients, potential clients, and the competition
- Assist Purchasing Department to develop and coordinate involvement with local trade associations and trade shows
- Assist fellow Marketing Coordinators within the company with information on a local and National basis
- Monitor, inventory, prepare and assist in the compilation of reference letters
- Work with Business Development to compile Performance Evaluation Questionnaires for Clients to complete at the end of a job. File with Marketing.
- Manage, coordinate, inventory and image scanning/data storage of photos and graphics, including project photographs and their updates, proposals, presentations and previous boards
- Oversees that quarterly mailings for Turner's Cost Index, Turner City, newsletters, brochures, etc. are completed.
- Research, update and maintain new marketing materials
- Manage and prepare cost/budget information on marketing brochures, proposals and presentations.

#### *Public Relations/Communications (Internal/External)*

- Develop and maintain contacts within the industry and community.
- Coordinate placement of local advertising and investigate publicity opportunities.
- Develop and maintain a liaison with local media.
- Coordinate and develop press releases, public service announcements (with approval from Vice President), including corporate newsletter.
- Research and write new project releases and updates.
- Coordinate and publicize groundbreakings, topping outs, etc.
- Develop and coordinate Business Unit's involvement in community activities.
- Maintain memberships in various relevant organizations.
- Write and create display advertisements in various media.
- Represent the company at various events to foster an awareness of the company's commitment and service to the community.

#### *Other*

- Do local market research and monitor competition.
- Monitor, update and maintain market information data.
- Compile and collect data for input and preparation of yearly Marketing Plan.
- Create project award submittals and search for award opportunities.
- Develop and train other administrative staff in sales and marketing skills (including graphics programs) to help with proposals.
- Manage and delegate responsibility to other marketing/sales administrative staff within the department.
- Back-up support personnel in their absence or in extreme workload situations.
- Leads the Marketing/Business Development weekly meetings.

#### **Qualifications:**

Minimum 5 years related experience and a bachelor's degree in communication / journalism / marketing or related degree or equivalent combination of education & experience. Strong communication skills (verbal and written), demonstrate presentation skills, demonstrates ability to professionally handle conflict and confrontation. Ability to efficiently prioritize many tasks, attention to detail, must work well under pressure and meet deadlines, proven organizational skills, Ability to supervise 1 or more staff. Demonstrates flexibility, willingness to travel, reprioritize personal schedule. Take direction w/o follow up, adaptable, maintain a positive attitude and work well with others. Proficient in CS4, specifically Microsoft Word / PowerPoint / Outlook / Excel / Explorer / InDesign / PhotoShop / Illustrator or Freehand / Flash and graphic design skills. Portfolio of work samples required if selected for an interview. Prefer candidates with Construction experience.

#### **To apply:**

Please contact [klathen@tcco.com](mailto:klathen@tcco.com) or apply via our website at [www.TurnerConstruction.com](http://www.TurnerConstruction.com).

#### *Physical Demands and Work Environment*

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 sit; use hands to finger, handle, or feel; reach with hands and arms; talk or hear and taste or smell. The employee is frequently required to stand and walk. The employee is occasionally required to climb or balance and stoop, kneel, or crouch. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee is sometimes exposed to moving mechanical parts. The employee is occasionally exposed to airborne particles or caustic chemicals. The noise level in the work environment is usually moderate.

**TURNER IS AN EQUAL OPPORTUNITY EMPLOYER.**