

# BUILD OHIO

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## Marketing Specialist

The marketing specialist plays a vital role in supporting the marketing department. Specific duties include writing, editing and design of materials including qualifications, cover letters, press releases, articles, invitations and proposal materials. The specialist ensures materials utilize proper grammar, punctuation, branding and adherence style guidelines. This position will lead our company's effort to organize and tag our digital photography assets, manage our online presence, and have ample opportunity to take on additional client-facing and internal communications projects. This person should be detail-oriented and maintain contacts and projects in our database system.

### Education and Training

- Four year business or marketing degree required.
- Business experience preferably in construction industry or commercial real estate desired.
- Practical hands-on experience with the creation and coordination of proposals desired.
- Strong creative design capabilities a plus.
- Excellent written communications—including technical writing skills—highly desired.
- Must be able to organize and prioritize work and possess ability to multi task and work under the pressure of deadlines.
- Excellent grammar and proof reading skills required.
- Must have strong interpersonal skills and ability to work in harmony with a wide range of personalities in a fast-paced environment critical to success.
- Must be proficient with In-Design, Internet, Word and Power-Point and have basic working knowledge of Excel, Access and Photoshop.
- Ability to work autonomously or as part of a team mandatory.

### Advancement Potential

Marketing specialist usually grow into director roles and business developers.

Wage Averages for Ohio (Bureau of Labor Statistics, 2013)

Hourly: \$26.84

Annual: \$60,920