



General Contractors
WATSON - FORSBERG

Position Title: Marketing and Office Administrator

Reports to: Business Development Leader

Summary of Position: Provide marketing and office administrative services to support company marketing initiatives, business development and general office functions. Excellent customer focus and strong communication are critical in performing duties which include but are not limited to:

PRIMARY DUTIES AND RESPONSIBILITIES:

1. Coordinate and manage RFP/Q responses.
2. Update company social media sites (Facebook, Twitter and LinkedIn).
3. Maintain, update and post content on company website.
4. Create marketing PowerPoint presentations, brochures & other marketing communications.
5. Assist business development team with diversity outreach program.
6. Schedule and coordinate project photos.
7. Ensure project descriptions are created upon project completion.
8. Create and distribute Quarterly Company Newsletter.
9. Track and maintain client and marketing data in CRM system.
10. Utilize Procore software for prequalification forms and other related functions.
11. Order and assist in the selection of company logoed apparel and PPE.
12. Organize and manage marketing events/campaigns and other company events.
13. Complete miscellaneous marketing tasks as necessary.
14. Perform office administration functions (order office supplies, employee gifts, organize company lunches/meet and greets/lunch and learns...etc.).
15. Assist human resources with new hire process, compliance tracking and employee engagement.
16. Other duties as assigned.

EDUCATION AND EXPERIENCE REQUIREMENTS:

1. 2+ years of experience in marketing or similar training. Other relevant experience considered.
2. Experience with social media platforms and CRM systems.
3. Excellent written and verbal communication skills.
4. Highly organized, process focused and detail-oriented.

This position description outlines the basic tasks and requirements for the position noted. It is not a comprehensive listing of all job duties.