



Marketing Manager

Role Profile

Company / Firm Description

At Trinity Commercial Construction, we strive to be the most admired and sought-after company culture in Texas. We know that is a big and audacious goal and that's one reason why we like it. We are achieving this by living our core values. Our core values are our constitution. They are the principles shared by everyone in our company. These values drive our culture and priorities while providing a framework in which all decisions are made. The Core Values are the foundation on which the company is built.

Authentic

Trust and accountability through open honest relationships

People

Putting people first by providing a supportive environment to connect and develop

Spirited

Driven to positive outcomes through ambition and being proactive

Fearless

Courageous, confident and always setting the next standard

Stewardship

Providing for those in the communities where we do business

Title

Marketing Manager

General Role Description

The Marketing Manager oversees all marketing, communications and public relations initiatives and ensures all internal and external communication aligns with the business development effort. This position manages all aspects of marketing and ensures goals for the department are being met. This person is highly focused on strategic marketing. In addition, The Marketing Manager coordinates and generates project specific and non-project specific marketing deliverables for business development &

marketing. This position requires a personable candidate with an ability to assist the business development team to present Trinity Commercial Construction's services in a compelling and innovative manner. The individual must be very organized and deadline oriented in addition to excelling at graphics and professional writing and presentation competencies.

This position Reports to the Director of Business Development & Marketing and has no direct supervisory responsibilities.

High Level Key Responsibilities

- Customize, implement and evolve the marketing program with a focus on strategic marketing as well as marketing coordination:
 - Foster marketing within the culture
 - Have a vision and direction for the department
 - Provide direction and oversight on the implementation of new marketing initiatives
 - Explore alternatives to existing marketing initiatives in order to improve the department
 - Develop new marketing and communications initiatives and direct ongoing programs
 - Prioritize multiple projects and adjust work accordingly
 - Establish and ensure deadlines for timely and quality completion of projects
 - Drive continuous improvement
 - Develop the Customer Relationship Management (CRM) software program for strategic marketing purposes
 - Accountable for the Company Wide Marketing Plan to develop, place and manage the brand
 - Strategic Marketing components of the Market Share Process – focused on market segments / new customers / new business
 - Strategic Marketing components of the Customer Share Process – focused on existing customers / growing existing business
 - Participate in the weekly BD / Marketing and Sales Meeting

Requirements

- Minimum of 3 years of marketing experience with a commercial construction company or a commercial architectural firm
- Proficient with the following software:
 - Microsoft Office Suite (Excel, PowerPoint, Word, Outlook)
 - Adobe Creative Suite including InDesign, Photoshop, Illustrator
- Proficient with Cosential CRM Database
- Graphic layout capabilities, creativity, skills and graphic sense
- Copy generation and proof-reading capabilities
- Understanding of Social Media Applications

Compensation

- Base Salary
- Bonus
- Benefits
- Other