

MORELL ENGINEERING JOB DESCRIPTION

POSITION:	Marketing & Community Relations Coordinator
JOB TYPE:	Full-time
WORK EXPERIENCE:	2-4 years of related work experience
EDUCATION:	Bachelor's degree in Marketing, Public Relations, Communications, or other related fields
JOB DESCRIPTION:	<p>The role of Marketing & Community Relations Coordinator combines elements of relationship building, developing marketing strategies and tactics, planning and executing internal and external events, and managing all digital and traditional marketing. This role's key objective is to nurture meaningful relationships with key community groups, while ensuring the Morell Engineering brand is represented in the right place at the right time. In essence, the Marketing & Community Relations Coordinator is the principal ambassador for the Morell Engineering organization with responsibilities for delivering our vision within the local community and launching new ways to reach current and potential customers.</p>

SOME DUTIES:

- Responsible for creating, implementing, and measuring comprehensive marketing strategies to meet goals and initiatives
- Responsible for managing all company social media profiles (Facebook, LinkedIn, Instagram) while maintaining consistent brand image and voice
- Responsible for interacting with followers, community groups, and others on social media in a positive and professional manner
- Responsible for creating digital and print marketing collateral and advertisements through graphic design
- Responsible for managing and updating Google My Business page
- Responsible for creating digital advertisements for Google and social media platforms
- Responsible for updating website with current information (job postings, pictures, projects, bios, etc.)
- Responsible for formatting, writing, and editing company statement of qualifications as response to proposals for projects
- Plan and execute internal team member events
- Plan and execute external events within the community

- Attend local chamber of commerce events, industry conferences, and career fairs while representing Morell Engineering in a positive and professional manner
- Facilitate exhibit booths at both local and regional conferences
- Attend local career fairs, both in person and virtual, to recruit talent pool and develop pipeline of engineers and technicians
- Review job candidate applications and send to appropriate manager(s)
- Set up and conduct interviews with job candidates

REQUIREMENTS:

- Proven marketing experience
- Exceptional communication skills
- Strong graphic design capabilities
- Thorough understanding of marketing elements (social media management, analytics reporting, SEO, etc.)
- Familiarity with WordPress
- Well-organized and detail oriented
- Ability to travel on occasion
- Develop thorough understanding of Morell Engineering's policies, procedures and safety rules

Duties may change and associates may be required to perform other duties as assigned.