

# Marketing & Communications Specialist



**APPLY TODAY!**

**RESUMES@SMANDF.COM**

Don't wait another day to begin the rest of your future...email your .pdf formatted cover letter with salary requirements and resume. EOE

Are you inspired by your passion for creating effective graphics and winning marketing materials? Want to be part of a collaborative team with a progressive, yet small firm environment without all the red tape where your innovative ideas can really make a difference? If you have working experience in A/E/C firms, you thrive in a fast-paced setting, and you have strong digital and written communications skills, then applying for this Marketing/Communications Specialist position with Speight Marshall Francis may be the precise fit for you!

## SPEIGHT MARSHALL FRANCIS COMPANY OVERVIEW

In business for 26 years, our 38-person firm is known for our innovative structural engineering design solutions, exceptional responsiveness to client requests, and assertive "can do" mentality. Between two offices in Virginia Beach and Richmond we employ structural engineers licensed to practice in 31 states and perform engineering services for a well-established public and private sector client base. Recent award-winning projects in Hampton Roads include:

- ~ Kellam High School and Old Donation School, Virginia Beach
- ~ The Main-Hilton Hotel and Convention Center, Norfolk
- ~ Summit Pointe Development, Chesapeake
- ~ The Leaning Tower of Granby Historic Renovations/Conversion to Savoy Apartments, Norfolk
- ~ Town Center Mixed-Use Developments, Virginia Beach
- ~ Glass Light Hotel & Gallery, Norfolk
- ~ Kempsville and Bow Creek Recreation Centers, Virginia Beach
- ~ STIHL USA, Inc. Headquarters, Virginia Beach

Visit [www.smandf.com](http://www.smandf.com) to learn more about the firm or follow us on social media via Instagram @speightmarshallfrancis, LinkedIn or Facebook.

## POSITION OVERVIEW

We are seeking a full-time Marketing and Communications professional to support our marketing efforts for both our Virginia Beach and Richmond offices. The winning candidate will be responsible for graphics, creative writing, marketing proposal responses, communications including social media, website, company identity standards/branding, and organization of collateral. Immediate goals are to create and implement a modern, creative, and cohesive company branding & communications plan to forge a visual identity that matches our dynamic, established company culture, values & strengths.

- ~ Permanent, full-time position
- ~ At our modern Virginia Beach office located at 1228 Perimeter Parkway, Suite 201 Virginia Beach, VA
- ~ Excellent benefits package
- ~ Salary commensurate with experience

## POSITION RESPONSIBILITIES

Responsibilities will include, but are not limited to, the following:

- ~ Collaborate with BD/Marketing Director to prepare compelling marketing content and graphics to meet RFP deadlines and support business development
- ~ Create high-caliber style and maintain organization of company materials (qualifications, resumes, project narratives, and graphics)
- ~ Maintain website and create new content to keep updated and relevant
- ~ Plan schedule and create social media content and campaigns
- ~ Assist with event planning and internal marketing
- ~ Support business development activities. May include short term travel mainly in the Hampton Roads area and occasionally to Richmond.
- ~ Supervise, mentor and collaborate with Marketing Assistant

## QUALIFICATIONS AND SKILL REQUIREMENTS

- ~ Bachelor's degree preferred in marketing, communications, or related field
- ~ 3+ years of experience in A/E/C marketing position
- ~ Certified Professional Services Marketer (CPSM) certification a plus
- ~ Proficiency in Adobe Creative Cloud platform
- ~ Proficiency in Microsoft Office (Excel, Word, and PowerPoint)
- ~ Knowledge of marketing and business development fundamentals
- ~ Basic understanding of architecture, engineering, and construction concepts and terminology
- ~ Outstanding marketing communication and creative writing skills and knowledge of best practices
- ~ Proficiency in websites and social media platforms
- ~ Graphic design and video production
- ~ Strong organization and time management skills
- ~ Self-motivated and independent as well as work effectively with a team
- ~ Reliable track record meeting deadlines with minimal supervision
- ~ Motivated to continuously learn new techniques and implement to keep the firm competitive and forward-thinking

**ALSO SEE OUR BUSINESS DEVELOPMENT/MARKETING MANAGER AD.**



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