



MARKETING ASSISTANT

Are you seeking an opportunity to work in a happy, energized and challenging creative environment?

Why work for EDiS?

We've set the bar for our industry in Delaware and are aggressively seeking growth in the Mid-Atlantic area. Our company and talented employees are held in high regard in our industry and community and have a relentless commitment to customer loyalty. EDiS is extremely proud of its reputation in the State of Delaware and the surrounding areas of Maryland and Pennsylvania, as well as the construction industry in general. We have worked hard to achieve and maintain our 90% repeat business ratio. Some of the awards listed below are testament to EDiS' work:

- ABC Southeast Pennsylvania – Excellence in Construction Award for Best Institution Project Over \$20 mm
- DCA – Construction Excellence Award for Smart Growth for Projects Over \$5 mm
- DE State Chamber of Commerce Superstars in Business
- ABC Excellence in Construction Award for Best General Contractor/Construction Management Project
- IFMA Delaware - Green Building Award for Regional Priority Category, General Green Category
- Governor's Safety Award
- Delaware State Chamber of Commerce 2011 Superstars in Business Award
- ABC Eastern Chapter 2011 Green Contractor of the Year

EDiS Company was founded in Wilmington, Delaware in 1908 as a masonry contracting company by the name of Ernest DiSabatino & Sons, Inc. The company has grown and

expanded its business from experts in concrete and carpentry to include general contracting and now providing full construction management services with capabilities to also provide Agent CM, CM-At Risk and Design-Build services.

Our key strength is providing comprehensive construction project solutions from the pre-design phase of a project through construction and facility occupancy.

Our commitment to Customer Loyalty has provided our clients with superior service that continues to build our reputation and provide repeat business.

EDiS provides construction management services to clients in Delaware, Maryland, Pennsylvania and New Jersey.

EDiS has an immediate opening for an experienced, ambitious and creative Marketing Assistant.

We are looking for a web savvy individual who has a flare for graphic design and social media with the ability to sell our services and unique position in the construction market in Delaware. We are looking for someone with the ability to attract new business to the company through the use of creative communication.

Position Summary

Marketing Assistant provides key support to EDiS' business development and marketing efforts. The Marketing Assistant is responsible for organizing the information and materials necessary to help the department achieve its mission of 1) creating awareness of EDiS to prospective clients and the community and 2) acquiring new work.

Essential Duties and Responsibilities

Marketing/Business Development Support

- Create and manage system to organize and update sales & marketing literature/materials
- Assist the Business Development team in designing, writing and producing business proposals on deadline
- Manage the company newsletter process

- Participate in communicating and organizing special corporate events as part of a corporate team
- Establish and maintain work relationships with internal department and external vendors to ensure continual communications and superior customer service
- Update and implement the EDiS style guide

Web/Social Media:

- Create, manage, execute, measure and report social media marketing strategy
- Manage content and track usage of social media outlets including: Company blog and website, Twitter, Facebook, and LinkedIn
- Update website through content management system
- Manage web and social media analytics reports
- Strategize, manage and update webpages for specific, targeted growth of company's six divisions
- Stay current and make recommendations regarding new social media tools, sites and applications
- Build and manage EDiS' internet presence via social media

Graphics Management:

- Utilize Adobe Design Suite including InDesign, Photoshop...
- Create design related to advertisements in web and print
- Create design content for proposals, informational packages, direct mail and general marketing efforts
- Provide design for company signage and merchandising including the creation of standard procurement procedures
- Manage photo archives including managing vendors, scheduling, photo selection and database
- Ensure print media pages are produced with visual consistency
- Ensure all communications and graphics match company image and mission
- Provide miscellaneous design support and production

Requirements

- B.A. in Marketing or Communication with a minor in graphics
- Strong design background and strong ability to tie copy/concepts to visuals

Strong MAC and PC skills in:

- Adobe Design Suite (InDesign, Photoshop, Acrobat)
- Apple iWork: Keynote, Pages
- MS Suite (Outlook, Word, Excel)
- Google Analytics & Ad Word

Preferred Skills/Education/Experience

- CRM experience

Competencies Related to this Position:

- Passion for website, online and social media creation
- Superior writing skills
- Creativity a must
- Organized
- Self-starter
- Handles pressure
- Goal oriented
- Project management skills
- Interpersonal skills
- Team player
- Assertive
- Strong decision making skills

The company offers a competitive benefits and compensation package:

- Health & Dental Plan
- Group Life Insurance
- Group Long Term Disability Insurance
- Long Term Care Insurance
- Short Term Disability
- Vacation
- Personal Time
- Paid Holidays
- 401K Plan
- Flexible Spending Plan
- Education Assistance