



## MARKETING MANAGER

**Department:** RUSH DEVELOPMENT COMPANY – *a division of The Rush Companies*  
**Reports To:** Director of Human Resources  
**FLSA Classification:** Exempt/Salaried  
**Date:** 01/11/2021

### Job Summary

The Rush Companies is currently seeking a high-talent **Marketing Manager** to join our well-established construction company, specializing in commercial and residential construction as well as real estate development, capital investments, and property management. We are a Puget Sound regional builder with over 30 years of industry experience, headquartered in Gig Harbor, Washington.

The Marketing Manager will create the strategic marketing plan and manage the tactical execution of marketing, outreach, communications, and digital products for all *The Rush Companies*, including our core divisions: Residential, Commercial Construction, Properties Management, Capital and Development. This position will play a pivotal role in refining The Company's brand and reputation, building on current methods that elevate our presence, some of which are business and market segment specific, resulting in an integrated marketing campaign that ensures consistency in voice and brand.

**Marketing Responsibilities** – working in coordination with business and staff leads to:

- Manage CRM system and database (HubSpot)
- Update and maintain opportunity pipeline, verify CRM data to ensure integrity and maintain leads and contact lists
- Monitor and manage Company reputation management processes (BIRDEYE).
- Seek opportunities for customer / client reviews and publish accordingly, while effecting change in opportunity areas
- Plan for and manage Company website and business specific segments (HubSpot)
- Coordinate with staff on research, production and delivery of reports, proposals and qualifications
- Develop and maintain categorized databases by audience, dependent on division
- Provide graphic design support for a variety of collateral materials
- Conduct market research including competitor analysis, homebuyer/customer studies, and overall sales analytics
- Assist business specific staff to identify notable activities and milestones and to generate marketing content for distribution on various internal and external platforms (project ground breakings, grand openings, topping off, etc.)

- Lead or assist company / businesses at industry conferences and events
- Update and maintain image/data storage of videos, photos and graphics
- Manage promotional system (company store) for marketing materials and collateral pieces
- Work collaboratively with team to determine community identities, including signage, monuments, plan naming, and all supporting sales medium
- Lead content publication for projects and communities

### **Outreach Responsibilities**

- Manage and expand relationships with all media to ensure the most effective messaging and positioning of the organization
- Engage industry organizations to identify opportunities for Rush team member(s) participating in presentations, panels, and other events. Develop marketing content to support these efforts
- Develop and implement marketing communication strategies in coordination with leadership and key staff
- Research, write, edit and proof all levels of copy for all online, offline, external and internal needs
- Execute communications to include distribution of press releases, email newsletters and/or intranet updates
- Partner with team as a brand steward, upholding brand standards and consistency in all products
- Seek opportunities to recognize employees *AND* suppliers and strive to create “one team” approach
- Identify opportunities to repurpose content, both written and visual, to promote brand and products
- Focus on the ongoing customer experience using communications, surveys, follow up calendar, testimonials
- Identify and participate in philanthropy events
- Proactively manage relationships with external sales team
- Attend events as a Rush representative

### **Digital Responsibilities**

- Partner with division staff to collect, edit and produce written web content
- Create original content to maintain and update website
- Edit the writings of other content producers and/or revise content to adjust tone of website
- Monitor site content and ensure information displayed on the website is accurate and current
- Prepare photographic or video information for web presence
- Use CMS to create/manage web content
- Manage content and reporting for all social media accounts
- Implement SEO best practices to drive traffic to targeted website pages
- Create and manage social media/online posts

### **Scheduling Assumptions**

- Some deadlines and events happen outside of standard business hours, working weekends can occur

## Goals of the Position

- Meet all internal and external deadlines
- Increase lead generation routing to appropriate sales staff
- Help set up and improve workflow processes when and where needed
- Manage external marketing vendors and agency partners, as needed
- Monitor and report project expenses and process invoices with accounts payable

## Key Skills & Competencies

- Technical Skills
  - Publishing tools: HubSpot, Sprout Social
  - Creation tools: Adobe Suite (Photoshop, InDesign, Illustrator), Word, Excel
  - Social: Twitter / Facebook / Instagram / YouTube / Blog / LinkedIn
  - Communication / Collaboration tools: Outlook / Asana
- Professional Skills
  - Excellent project management, organizational and prioritization skills
  - Excellent written and verbal communication skills
  - Marketing communications experience in copywriting, graphic design, or PR
  - Proficient in Microsoft Word/Excel/PowerPoint/Outlook
  - Proficient in InDesign, Illustrator, Photoshop and Graphic Design
  - **Comfortable** with web-based project management tools and collaboration technologies, such as Facebook, Twitter, Instagram, HubSpot, Sprout Social
  - Experienced working with databases and CMS platforms
  - Demonstrated strong writing skills to create variety, interest, and emotion
- Behavioral competencies
  - Thinks creatively, outside current practices
  - Easy to get along with, even temperament
  - Finds hard work and meeting deadlines gratifying
  - Results driven, *proactive* and able to work autonomously
  - Problem solving attitude
  - Ability to relate to and work with a wide variety of people

## Education & Experience

- Bachelor's degree in marketing, communications, English, business management or related field
- 2-4 years' experience in marketing/management or related function
- Construction, real estate or A/E experience preferred
- Knowledge of industry-related marketing concepts and terms in order to read, interpret, and apply market information to understand its impact on occupancy, traffic, retention, pricing and revenue, is also needed.

For more information about The Rush Companies or the application process, go to:

- <http://www.therushcompanies.com/rushcareers>

## How to Apply:

- Please send cover letter and resume to [jobs@therushcompanies.com](mailto:jobs@therushcompanies.com) or via U.S. mail to:

The Rush Companies  
c/o Human Resources  
6622 Wollochet Dr  
Gig Harbor, WA 98335

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*Disclaimer: This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job duties and responsibilities.*