

Hillhouse Construction is currently looking for candidates to fill the position of:

MARKETING SPECIALIST

Become a member of a **dynamic, award-winning, industry-leading commercial general contractor**, building highly sustainable green building projects, state-of-the-art scientific facilities, and high-profile corporate offices. Long-term career opportunities exist for a Project Engineer with strong organization and communication skills. Be a valuable part of our growing team!

DUTIES & RESPONSIBILITIES: (not limited to)

GENERAL MARKETING:

- Design and produce marketing collateral and content consistent with HCCI's brand identity.
- Create and manage marketing/sales collateral and advertising campaigns and budget.
- Conduct internal and external research on new project opportunities. Mine city project lists for potential leads and pass them on to Business Development.
- Promote general brand awareness and cohesiveness across social media platforms. Include video to enhance the messaging appeal.
- Manage content on the Hillhouse website using Wordpress CMS, and basic HTML. Refresh photos and information as more relevant content becomes available.
- Ensure backend technology is up-to-date and IT support vendors are performing.
- Coordinate project photography during construction and after completion of the projects.
- Manage email marketing campaigns through Constant Contact, including design, format, content and distribution. Create vertical market email messaging/blogs. Provide interesting and helpful content. Send out features on recent projects to relevant clients/companies.
- Maintain clean Salesforce contact database and continually update with additional and prospective clients.

PROPOSALS:

- Oversee proposal/qualifications design and formatting process as well as a compilation of answers to RFP/RFQ questions submitted by the project management team. Modify and create new art and content that communicates our ability to complete the proposed scope of work.
- Manage the pursuit-specific processes and workflows, including scheduling check-in meetings, collecting input from key personnel, assembling documents, and leading the pursuit team through timely draft reviews and successful submission. Create all proposal documents.

- Create visually appealing graphics, and draft elevated messaging that reflects an understanding of our customers' intent and goals for their project.
- Write project narratives as needed. Compose bios and resumes for senior leaders and project team members.

OTHER:

- Coordinate events, including management of reservations, vendors and hospitality. This will include client events, all-hands meetings, and holiday events.
- Oversee company award submissions with submittal input from the owner and business development.
- Produce internal company newsletter monthly

QUALIFICATIONS:

- An ideal candidate has a degree in Business, Marketing, Communications or other related field and at least five years of relevant experience in marketing, preferably Commercial Construction Marketing.
- Candidate should be an excellent communicator, proactive problem solver, and an action-oriented team player with outstanding written and verbal skills.
- High level of competency in Adobe InDesign, Photoshop and Illustrator, Microsoft Office and Salesforce is required. Graphic design creativity and an eye for detail are also very important. The ability to do photography, videography and video editing are a plus.
- They will understand Hillhouse's core business and bring enthusiasm to the pursuit of new business and collaborating with our team.
- Candidate should be focused and self-driven, with the ability to work within a deadline.

BENEFITS:

Competitive base salaries, end-of-year bonuses, health and welfare benefits, and extra perks. Our benefits are designed to promote the immediate and long-term health and success of you and your family. We constantly review and improve our benefits programs to stay at the forefront of Bay Area companies. Along with a great company culture and an in-house gym, we offer comprehensive and balanced benefits that include:

Medical - Hillhouse Construction currently offers two options

- Anthem Blue Cross Gold PPO 500. We cover 100% of your contribution and 50% of your spouse/child(ren)/dependent(s) contribution
- Kaiser HMO Platinum. We cover 100% of the contribution for you and your spouse/child(ren)/dependent(s)

Dental

- Unum Dental. We cover 100% of the contribution for you and your spouse/child(ren)/dependent(s)

Disability/Life

- Short Term Disability – for those working 30+ hrs/week. Benefit percentage 60%. Max weekly benefit is \$2,309. Minimum weekly benefit is 10% of your weekly total disability benefit
- Long Term Disability – for those working 30+ hrs/week. Benefit percentage 60%. Max monthly benefit is \$10,000. Minimum monthly benefit is \$100 or 10% of the insured employees benefit, whichever is greater

- Life/AD&D – Personal Life Benefit Amount is \$50,000, AD&D Principal Sum is \$50,000

Financial Wellness

BrightPlan – for your financial wellness and security. Meet with an advisor or view and make changes online, master your money, get investment advice, plan your future at no cost to you.