



## POSITION TITLE

Marketing and Communications Specialist

## RESPONSIBILITIES

- Assist in the development of marketing plans and implementation of strategies on both company-wide and discipline-specific levels
- Update and/or create marketing collateral to promote the Croy brand (i.e., marketing materials, videos, templates)
- Develop and maintain online content for [croyengineering.com](http://croyengineering.com)
- Manage and grow Croy's social media presence
- Produce a quarterly e-newsletter to support Croy's external brand awareness and capabilities; work to develop and grow the external distribution list
- Produce deliverables to assist in the cultivation of Croy's internal brand and culture (i.e., internal e-newsletter, social media channels, and events)
- Develop and manage a blog to promote Croy as a thought leader in the industry by generating ideas and drafting content
- Write press releases and company announcements for external distribution
- Develop a strong working knowledge of Croy's capabilities and clients
- Support the development of award applications for Croy and its employees
- Continually implement processes to drive efficiency in all areas of the job
- Assist with the development and/or proofing of SOQ and proposal submissions on an as-needed basis
- Assist with other related duties as needed

## PREFERRED QUALIFICATIONS

- Proficiency in Adobe Creative Cloud (InDesign and Photoshop) and Microsoft Office Suite (Outlook, Word, PowerPoint, Excel)
- An eye for graphic design and aesthetic elements
- Ability to adeptly organize and manage multiple deadlines and projects
- Strong writing, proofing, and editing skills; attention to detail and quality
- Ability to communicate clearly, concisely, and effectively
- Proactive
- Demonstrate a willingness to learn and grow, along with a positive team attitude
- Flexibility regarding job responsibilities and time commitments

## ABOUT THE ROLE

We are looking for a competent, motivated, and enthusiastic marketing professional to join our growing team. This position works to support Croy's 150-person staff across five offices and three Southeastern states. This position will work with the marketing team to ensure comprehensive goals and strategies for promoting Croy externally and creating a culture that is fun and challenging for employees.

- Reports To – Director of Marketing and Communications
- Position Location – Huntsville, Ala. or Marietta, Ga.



- Employment Status – Full-time
- Required Experience – 1-3 years of marketing and/or communications experience
- Required Education – Bachelor's Degree
- Travel – Occasional

#### ABOUT CROY

We are a company driven by community. From planning runways, highways, or greenways to designing, surveying, or managing construction projects – we've got your back. It's why our clients are our top priority – because communities aren't shaped just by projects, but by people. It's why we're committed to being approachable, accessible, and responsive. It's why as your needs change, challenges arise, or timelines get shortened, we're your first phone call. And, it's why we give back through volunteering, mentoring, and supporting non-profits. Because the places where you live, work, and play – we call them home, too. We believe in engineering the extra mile. It's what we do.

#### TO APPLY

To apply, please send cover letter and resume to [sugi@croyengineering.com](mailto:sugi@croyengineering.com).