

Position: Marketing and Communications Coordinator
September 2024

ASSOCIATED BUILDERS AND CONTRACTORS OF METRO WASHINGTON POSITION DESCRIPTION

Marketing and Communications Coordinator

Get in on the ground floor of a top-notch trade association.

Are you a motivated, quick learner, organized, customer service-oriented team member? This could be the opportunity for you to grow and shine.

ABC of Metro Washington is a chapter of Associated Builders and Contractors. It is the pre-eminent advocate for fair and open competition and the merit shop philosophy, and the premiere construction association in the metropolitan Washington, DC area. Our mission is to protect and enhance the merit shop philosophy within the construction industry, to advocate for the industry, promote member excellence in safety, and to engage members to succeed in a changing marketplace.

ABC of Metro Washington is conveniently located near Montgomery, Prince George's and Howard counties. Easily accessible to ICC and I95.

PRIMARY DUTIES:

Marketing and Communications

- Assist with marketing, communications and event materials and outreach—print, email, digital
- Develop and format weekly eNewsletter in a timely manner and disseminating to members. Involves writing, editing, attention to detail and working with MailChimp email platform.
- Update website content as required to keep it timely and accurate
- Develop and post content for association's social media including LinkedIn Facebook, and Instagram.
- Assist with email promotions and outreach for the Association's events, member services, classes and activities.

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September 2024

- Work with outside graphic designers, printers, mailers and other vendors for project completion.
- Provide administrative and marketing support to meet deadlines and project completion.
- Showcase exceptional member service in a professional manner in the office, hybrid and in-person events
- Data entry, database maintenance and reporting
- Attend and assist at monthly member networking events.
- Share in daily office management, answer phones and perform a variety of administrative duties as assigned
- Able to multi-task and work in a fast-paced environment. Work independently and as part of a team.
- Any other duties as assigned

Membership:

- Work in partnership with the VP of Member Services during the entire prospect process from initial lead to new member conversion
 - Assist with membership retention, engagement and recruitment activities, events, and campaigns (print, in-person, and digital)
 - Assist with prospecting campaigns, including lead generation, data/list management, online membership application and other Jotforms as needed
 - Assist with editorial content for annual membership directory; and conversion and maintenance of Member Success Guide.
 - Update and maintain member contact records in association database; troubleshoot contact information for accuracy
 - Any other membership duties as assigned.
- Any other duties as assigned.

Requirements:

- College degree. Marketing/communications preferred or related field.
- Exceptional member/customer service outlook and capability
- Able to manage priorities to meet all deadlines
- Effective problem-solver and attention to detail
- Strong team player, ability to assist where needed

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September 2024

- Proficiency with Microsoft Office
- Working knowledge of office equipment function and basic maintenance
- Professional and pleasing phone and office personality and demeanor
- Strong verbal and written communications skills
- Able to work in a results-oriented environment
- Able to work some evenings for member networking events.

Additional Skills:

- Familiarity with MailChimp or other email platforms; Hootsuite/Buffer or other social media
- Knowledge of Zoom and Microsoft Teams
- Familiarity with Adobe Creative and Indesign