

Job Description

Marketing Project Manager

IBACOS is a consulting company that enables homebuilders, property managers and manufacturers to consistently deliver quality and performance through innovative strategic and technical consulting services, tools and resources. In addition to private client work, IBACOS conducts collaborative research as a team leader for the U.S. Department of Energy's Building America program and as the driving force behind the Best Practices Research Alliance. IBACOS is growing and is currently seeking a Project Manager to join its Marketing & Sales team. This results driven position will be responsible for managing corporate web environments, social media and media relations activities, and for providing added marketing communications support as needed.

The successful candidate must be able to plan, organize and execute projects working with internal and external resources – achieving successful and timely results within a multi-task environment. A positive attitude and the ability to think both tactically and strategically are a must. Future management opportunities in the Marketing & Sales team will be available to the right candidate.

Essential Functions

- Collaborate with the Marketing & Sales team to refine our strategy and position the company for growth
- Manage the IBACOS.com website, including upgrades and maintenance (content, architecture, user interface and Content Management System)
- Lead the development and maintenance of the IBACOS/Alliance presence on social media sites
- Manage IBACOS and Alliance media relations efforts
- Edit, write and proofread content on an as needed basis
- Additional responsibilities may be added

Requirements

- Bachelors degree with a minimum of 4 years experience in a marketing, advertising or public relations environment
- Specific experience in online communications a must
- Direct experience in marketing for building and construction, science, technology, or engineering-focused organizations a definite plus
- Ability to maintain the highest level of professionalism at all times
- Strong project management and relationship development skills
- Excellent written and verbal communication skills
- Passion, creativity and a commitment to professional growth

Desired Skills

- Proficiency with Microsoft Office suite
- Proficiency with social media communications tools, including LinkedIn, Facebook and YouTube
- Familiarity with website CMS tools and management
- Basic editing skills in Adobe InDesign and Photoshop a plus