

Marketing Coordinator – Content/Data/Research – Akron, Ohio

Welty Building Company Ltd., an established and growing commercial construction company, is seeking to fill a key position in the Marketing and Business Development department. Welty, headquartered in Northeast Ohio with more than 70 years of building experience throughout the Midwest and Atlantic, is seeking an experienced Marketing Coordinator who will create graphic, written and technical content while maintaining data and creative libraries. This position will also be heavily involved in research.

At Welty Building Company, we live our terminal values of **Openness, Passion, Teamwork, Integrity, Customer Centricity (OPTIC)**. We bring a creative energy to our projects where every individual is an essential part of the team. The work we do is collaborative, with an entrepreneurial spirit, and opportunity for growth and improvement. With our cutting edge approach, we expand the boundaries of the way things have always been done in favor of innovation, and exceeding our client's expectations. Welty does much more than construct and build great projects and buildings, we build relationships – with our clients, employees and the communities they serve.

The successful candidate will possess the following attributes:

- Bachelor's Degree
- A minimum of 2 years creative/technical writing experience
- Graphic design/creative content experience
- Excellent written communications skills, organizational skills and strong attention to detail
- Creative, self-starter with the ability to work independently and as part of a team
- Flexible and detail oriented. Able to handle multiple assignments, prioritize and meet deadlines in a fast-paced environment
- Familiarity with SEO optimized content a plus

Professional responsibilities:

- Produce and aggregate original, clear and credible copy for multiple audiences and across several platforms including print collateral, website content, press releases, advertisements and social media
- Research – Industry and market trends, pursuit related and best practices
- Edit existing or provided copy for spelling, grammar and consistency

- Maintain content and data libraries
- Optimize copy for increased engagement on emails and social media platforms
- Utilize keyword research for SEO and PPC copy

Other skills:

- Adobe Creative Cloud – InDesign, Illustrator, Photoshop, Premier Pro
- Microsoft Office Suite – Outlook, Excel, PowerPoint
- Adobe Acrobat Pro
- CRM experience a plus (Dynamics 365 specifically)
- Demonstrated ability to learn new software
- Ability to work under pressure
- Extraordinary organizational skills
- Knowledge of A/E/C industry a plus
- Ability and willingness to collaborate across the company
- Ability and willingness to work in open environment
- Ability to follow-through on projects
- Willingness to go above and beyond to complete a project

Benefits of working at Welty:

Collaborative and open environment, uniquely innovative culture, and opportunity to expand your knowledge base.

Welty offers competitive compensation and benefits package. Interested candidates can send their resumes in confidence to careers@thinkwelty.com.

Welty Building Company Ltd. is an equal opportunity employer.

At Welty we exist to Enrich Lives through Great Buildings. We deliver the most extraordinary building experience by never being afraid to do what is right.