



## Marketing Assistant

Located in Schererville, Indiana, Crowley Engineering LLC has established a reputation as a trusted technical advisor to numerous governmental, industrial, and commercial clients. Our team is comprised of knowledgeable professionals who have a passion for tackling challenging infrastructure projects. The ideal candidate is adept in creating content and managing multiple communications platforms, including writing (i.e., articles, newsletters, and press releases), public speaking, and online content (i.e., social media, website, and video). We are looking for a creative, driven, and highly-skilled individual who is comfortable working in a collegial, small business environment. As the Marketing Assistant for Crowley Engineering, you will work closely with the company owner to develop new marketing initiatives in an effort to pursue target market growth opportunities.

### Required Skills:

- Ability to juggle multiple projects simultaneously.
- Ability to work collaboratively with company owner on marketing and business development initiatives;
- Ability to research, analyze and interpret relevant information from web searches, general business periodicals, professional journals, technical bulletins, and government regulations.
- Ability to prepare business correspondence and submittals.
- Ability to effectively present information and respond to questions from management, clients, customers, and the general public.

### Responsibilities include the following:

- Perform market research of key companies and contacts in target markets;
- Support existing customer relationships through frequent outreach and communication to update clients on the current status of project activities, inform them of new company capabilities, and to gain insight about additional client needs;
- Spearhead internet marketing effort via website, email, social media, blogs, videos, and search directories.
- Pursue efforts to market the company through press releases, article submissions, trade seminars, and media appearances (TV, radio, web);
- Coordinate the design and development of company marketing materials;
- Attend industry networking events to promote the company's experience and capabilities;
- Support the preparation, review, and submission of proposals to secure project assignments;
- Perform miscellaneous administrative duties, including, but not limited to: photocopying, faxing, mailing, and filing documents in order to support company projects.

### Education/Previous Experience:

A bachelor's degree from a four-year college or university (with a degree in business, communications, or marketing). Minimum of 1 – 5 years of prior related work experience. Ability to work legally in the United States. Please be prepared to provide a recent work sample.

### Benefits:

Eligible for paid personal time off, holiday pay, health plan (medical/dental/vision), and retirement plan with company match, upon successful completion of 3-month probationary period of employment.

Please [submit your cover letter and resume to careers@crowleyengineering.com](mailto:careers@crowleyengineering.com).

Crowley Engineering LLC is an equal opportunity employer.