

MARKETING COORDINATOR

MORE ABOUT THE POSITION:

RMA Group is seeking a Marketing Coordinator to work collaboratively within the Marketing Department out of our Company Headquarters in Rancho Cucamonga. RMA Group is an employee-owned geotechnical, materials testing, and special inspection firm serving diverse markets including academic, development, transportation, healthcare, power and energy, public buildings, and water resources. This position coordinates and implements marketing communication projects. Participates in creating brand awareness through advertising and social media. Arranges proposals and presentations using marketing resource materials such as brochures, data, slides, photographs, and reports. Working knowledge of Microsoft Office, Adobe Suite (InDesign, Photoshop, Illustrator), and Outlook are essential. Candidates with experience in the A/E/C industry will be given priority.

DUTIES AND RESPONSIBILITIES:

- Assist with design and implementation of successful marketing campaigns
- Collaborate with the department to produce promotional material
- Craft clear marketing copy
- Collaborate with Marketing Manager to create, initiate, and maintain marketing campaigns, corporate branding, email blasts, and internal communications
- Research and assist with content and design layout in InDesign
- Assist with the production of attention getting proposals, marketing materials, and digital content, as needed
- Assist with development and maintenance of support material: boilerplate, resumes, project descriptions, images, testimonials, reference letters, brochures, advertisements, etc.
- Maintain Brand consistency and identity
- Assist with maintaining website and social media platforms
- Design sensibility and graphics capabilities is desired
- Trade shows - assist with design / graphics for booths for industry conferences, prep materials and giveaways, event planning
- Additional tasks as needed

THE IDEAL CANDIDATE:

- Knowledge of traditional and digital marketing tools
- Proficient with desktop publishing software (InDesign, Photoshop, Illustrator, Etc.)
- Proficient in word processing software
- Demonstrate strong written and verbal communication skills
- Strong work coordination and planning
- Ability to multi-task
- Detail oriented / strong organizational skills
- A/E/C experience preferred

EDUCATION / EXPERIENCE REQUIREMENTS:

- Bachelor's Degree in Marketing, Communications, Business, or other related field
- One to three years of experience acting in a similar marketing coordinator role
- Without a degree, three to five years of relevant A/E/C experience required

Interested candidates should send resumes to Stefanie Alcala: salcala@rmacompanies.com



MATERIALS TESTING
SPECIAL INSPECTION
PAVEMENT ENGINEERING

STORM WATER MANAGEMENT
GEOTECHNICAL ENGINEERING
ENVIRONMENTAL ENGINEERING