

# Marketing Coordinator

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## LOCATION

- Bethesda, MD

## DETAILS

- Fulltime / Salary

## DESCRIPTION

- We are currently looking for an experienced Marketing Coordinator to assist with sales and recruitment to promote growth, branding, and client acquisition.

## RESPONSIBILITIES

- Develop and leverage internal and external resources to gain market intelligence and expertise, with primary focus on the construction and transportation industries.
- Track, analyze and forecast data in sales and marketing by creating and maintaining metric reports on activities, effectiveness, and business impacts.
- Structure a variety of email campaigns, advertisements, social media posts, etc.
- Develop a strong suite of marketing tools and strategies within budget.
- Build community relations and stay abreast of trends which impact marketing and the construction industry.
- Manage technical aspects of key marketing systems.
- Establish a scalable process that ensures best practices in campaign and lead management.
- Coordinate events that will increase sales and draw in prospective employees.
- Make recommendations for the most effective marketing techniques to build brand awareness

## QUALIFICATIONS

- Experience working in a marketing role; 2+ years preferred.
- Have the inherent ability to quickly learn about new technologies and trends.
- In depth knowledge of the various paid and unpaid marketing channels and technology (Facebook, LinkedIn, Google, etc.) to create and monitor initiatives.
- Strong written and oral communication skills.
- Bachelor's Degree in Marketing or a related field preferred.
- Must be a detailed-oriented individual with the ability to multitask, prioritize, manage time effectively and think on your feet.

## BENEFITS

- Paid holidays (7)
- Company PTO Plan (personal time off)
- Medical, Dental, Life & Disability Insurance
- Performance bonuses
- Educational Assistance Program
- 401(k) plan

## ABOUT US

- ReAgg is a leading **Construction Aggregate Supplier** and trusted transportation partner committed to providing quality products and services throughout Maryland, Northern Virginia, Washington, DC, and the Baltimore Metropolitan area.

## APPLY

- For immediate consideration, please fill out an [application](#) and submit it to Alannah Griffith at [agriffith@reagg.com](mailto:agriffith@reagg.com).
- If you have any questions, please call Alannah Griffith at (240) 788-3608 or our main office (301) 336-6700.

*We look forward to hearing from you!*