



Established in 1911, Warfel Construction Company provides general construction and construction management services to clients throughout Pennsylvania and surrounding states. Warfel’s mission is to develop Clients for Life® by striving to understand the goals of our clients intimately, promoting collaborative teamwork, and delivering projects in an efficient manner.

Warfel Construction is currently seeking a **Marketing Communications Coordinator** to productively support marketing by contributing to the development, and distribution of client-relevant content across the media ecosystem. This position is responsible for the tactical execution of marketing communications initiatives and the compilation of post-project results. Acting as a liaison between a variety of departments and individuals (field and office), this individual will effectively coordinate the development, design approval, production, and distribution of marketing materials. This role will report directly to the Director of Marketing.

Job responsibilities include, but are not limited to, the following:

- Coordinates marketing communications projects
- Leads social media - including the planning, creation, and execution of post content as well as monitoring engagement, and trends
- Plans, develops, and follows a media content calendar
- Tracks analytics and reports on results as applicable and recommends strategies for increased engagement
- Briefs graphic designer with direction on design, copy, image, and content needs in the development of marketing elements
- Acts of a brand steward, upholding brand standards and consistent communication in all projects
- Writes content across media including but not limited to website, blog, and press releases
- Effectively extracts information from subject matter experts in other departments
- Manages external vendors and partners as required
- Helps set up and improve workflow processes when and where needed
- Richly communicates – asks questions, probes, listens, responds
- Independently balances multiple concurrent assignments with shifting priorities
- Analyzes, evaluates, and reacts to market trends with evolved communication strategies and tactics
- Maintain online apparel storefront and track orders for team members



- Continues to enrich photo and video library of content
- Other duties as assigned

**QUALIFICATIONS:**

- BA/BS Degree in integrated marketing communications, marketing, or new media
- 2-4 years of experience in marketing, digital marketing, or related field
- Integrated marketing communications experience – digital media
- Demonstrable social media expertise
- Excellent project management and organizational skills
- Strong written & verbal communication skills
- Competent in usage of digital communication tools
- Results driven, proactive, catalyst in nature
- Ability to work in a fast-paced environment, with a wide variety of stakeholders
- Knowledge of Microsoft Office Suite and Adobe Creative Suite.
- Exhibits Warfel Core Values of honesty, integrity, accountability, initiative, and teamwork

Competitive pay and benefits offered. Warfel Construction Company is an equal opportunity employer.