



Warfel Construction Company is widely regarded among the industry for its efforts in sustainable building practices, ethical standards, and providing innovation construction solutions. 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. At Warfel, we believe **our competitive advantage is our people**. We have built a culture that begins and ends with our commitment to the great people in our organization. It starts with WHO you are, not WHAT you can do.

Warfel Construction Company is searching for a **Director of Marketing** to join our *innovative and Client-focused* team based in Lancaster, PA. Our Director of Marketing will provide strategic leadership of our Marketing Department, staff, and related marketing and branding initiatives. This role serves as a critical team member responsible for offering innovative solutions to our work acquisition process, making sure our voice and brand are consistent in all communications.

As the Director of Marketing, you'll be working on:

- Developing and executing marketing plans to grow the company presence and increase new work in target markets,
- Developing and executing marketing plans to showcase us as the preferred place to work to current and potential employees,
- Formulating and executing a company-wide digital marketing strategy,
- Ensuring consistency of our corporate identity and messaging, maintaining company brand, industry recognition, and positive community perception,
- Leading efforts to maintain an image and corporate identity that is rooted in our rich history, but fresh and current at all times,
- Supporting the proposal and interview process by working in conjunction with other departments to create best-in-class standardized and customized materials and compelling content,
- Understanding our position in the marketplace and competitive landscape to drive messaging communication priorities, and
- Overseeing planning and coordination of client and employee events (groundbreakings, grand openings, press releases, etc) and work with outside vendors to achieve desired results.

We are looking for someone with:

- A Bachelor's degree or equivalent experience in Marketing, Public Relations, or other related majors
- 10+ years of experience in marketing or related roles, including supervision of others
- Working knowledge and experience with the Microsoft Suite, Prezi, and Blue Beam (or equivalent software)



- Experience working with a CRM software, graphic design / layout software (Adobe InDesign, Photoshop, or similar)

Competitive pay and benefits offered. Learn more here: www.warfelcc.com/hiring. Warfel Construction Company is an equal opportunity employer.