



CAREER OPPORTUNITY

Marketing Director – Full Time

For Immediate Hire

Brownfield Science & Technology, Inc. (BSTI), an environmental consulting and remediation firm serving the Mid-Atlantic Region, is seeking a Marketing Director in our Cochranville, Pennsylvania office.

Candidates should possess the skills and experience to conduct market research, develop and manage an annual marketing plan, and develop and manage an annual marketing budget. Other areas of responsibility include:

- Developing and implementing strategic marketing campaigns and sales plans utilizing programs such as Hootsuite and Robly.
- Planning, designing and overseeing advertising and promotion activities including print, web, social media, e-blasts and direct mail.
- Promoting a consistent brand image online, in print and at events.
- Maintaining BSTI's social media presence on various networks including but not limited to: LinkedIn, Facebook, Instagram, Google+, Twitter, YouTube, Yelp, Vimeo and Glassdoor.
- Maintaining and monitoring BSTI's WordPress-based website.
- Monitoring competitor marketing activities and adjusting marketing strategy to meet changing market and competitive conditions.
- Preparing reports on marketing activity using Google and social media analytics and presenting results to executive management during monthly Business Development meetings.
- Preparing performance reports, directing sales forecasting activities and setting performance goals accordingly for weekly 4DX meetings.
- Representing BSTI at networking events.
- Researching and planning for BSTI participation at conferences, expos, networking events, etc.
- Assisting sales representative with maintaining and growing client relationships.
- Assisting other departments within organization to prepare print and digital material.
- Developing and editing copy for BSTI blogs, press releases, case studies and other material.

A competitive compensation and benefits package will be offered to the best candidate. Our benefits program includes health care coverage, disability insurance (long and short term), life insurance, AD&D, professional development opportunities, a 401K retirement plan, bonuses, paid holidays and a vacation plan.

Visit www.bstiweb.com to learn more about BSTI.

Please email your resume and/or letter of interest to Holly Frantz at hello@bstiweb.com.

