



MARKETING/COMMUNICATIONS CONTENT WRITER

Why work for EDiS?

As a marketer, there is no better feeling than walking into a job each day that appreciates your expertise, values what you do, and understands the impact that marketing can have on a firm's success. EDiS Company is the true definition of a marketing-led company, and we have an opportunity for a **Marketing/Communications Content Writer** to join our team. Salary and benefits come with every job - investment in your development, respect for your abilities, and mentoring you as a marketer come with THIS job.

We've set the bar for our industry in Delaware and are aggressively seeking growth in the Mid-Atlantic area. Our company and talented employees are held in high regard in our industry and community, and have a relentless commitment to customer loyalty. EDiS Company is extremely proud of its reputation in Delaware and the surrounding areas of Maryland, Pennsylvania, and New Jersey, as well as the greater AEC industry.

Marketing/Communications Content Writer

EDiS Company is currently seeking a **Marketing/Communications Content Writer** that will write clear, concise, and compelling copy in support of business development and marketing initiatives.

Expectations of ALL EDiS Employees

1. Be a leader by taking responsibility, exhibiting a positive attitude and preserving the company culture.
2. Actively participate in the implementation and support of EDiS' Total Jobsite Safety and Zero Accidents Program.
3. Embrace EDiS' Service Vision and Nine Standards, and apply them to everything you do.
4. Seek to thoroughly understand corporate and industry practices, processes, standards, etc. and their impact on project activities.
5. Strive to continuously build knowledge and skills by pursuing training and development.
6. Serve as a steward of EDiS' financial health and growth.
7. Work ethically and with integrity.

Essential Duties and Responsibilities

1. Collaborate with Marketing & Business Development Team and Operations Leader to specifically target boiler plate content as well as write new content that results in superior proposals and presentations.

2. Collaborate with Marketing & Business Development colleagues to support specific business opportunities with targeted written content for presentations, statements of qualification, and other marketing outreach efforts.
3. Contribute to the development of copy in support of public relations efforts.
4. Proof-read and edit copy developed by other team members.
5. Contribute ideas for innovation and efficiency in marketing communications.
6. Management of EDiS' presence on social media outlets including Facebook, Twitter, EDiS OutLoud blog, and LinkedIn.
7. Create and maintain social media calendar, create content for social media postings.
8. Organize and update sales and marketing literature/materials and archive effectively.
9. Create and maintain indexed library of updated boiler plate information.
10. Maintain corporate resumes and project summaries, updating the master files after each proposal effort.
11. Maintain Salesforce database. Track staffing and project data, maintain mail list. Assist with the marketing documentation process.
12. Assist in the writing for the quarterly company newsletter.
13. Content creation support for additional EDiS ventures, including Whitehall, EDiS Building Systems, and EDiS BIM Services as assigned by Director of Marketing.
14. Establish and maintain working relationships with internal departments and external vendors, when necessary, to ensure continual communication and superior customer service.
15. Assist with writing copy, management of, and updates to the general website and specific webpages for targeted growth of company's various divisions and services.
16. Content writing for company award submissions.

Qualifications/Competencies (Knowledge, Skills, Abilities)

- Strong writing, grammar, and proofreading skills
- Strong verbal communication skills
- Experience in Adobe Design Suite, specifically InDesign
- Expert with Microsoft Office suite, including Word, Excel and Outlook
- Proficient with presentation software (e.g. PowerPoint, Prezi, and Keynote)
- Ability to be creative and strategic, translating concepts and information into compelling copy
- Excellent organizational and prioritization skills
- Strong ability to prioritize workload and deliver on multiple projects simultaneously
- Ability to work independently
- Demonstrate attention to detail
- Understand marketing fundamentals

- Ability to thrive in a challenging, fast-paced, environment
- Ability to remain poised and professional under pressure
- Team oriented with the ability to positively interact with internal and external team members – reliable, honest, outgoing, friendly, approachable
- Open to direction and feedback, listens and seeks clarification

Required Education and Experience

- Bachelor's Degree in English, Journalism, Communications, Advertising, or Marketing preferred
- 1-2 years' experience in writing or content generation
- 1-2 years' experience in social media for business

EDiS offers a competitive benefits and compensation package:

- Health & Dental Plan
- Group Life Insurance
- Group Long Term Disability Insurance
- Group Long Term Care Insurance
- Short Term Disability
- Vacation
- Personal Time
- Paid Holidays
- 401K Plan
- Education Assistance

Equal Employment Opportunity Policy

It is the policy and practice at EDiS Company to make all employment decisions, including hiring, based on individual performance, qualifications, and abilities in order to give equal employment and advancement opportunities to all people. EDiS does not discriminate in employment opportunities or practices on the basis of a person's race, religion, color, sex, pregnancy, marital status, sexual orientation, age, national origin, disability, genetic information, or in any other basis that would be in violation of applicable federal, state or local law.

If you meet the above requirements, we look forward to reviewing your resume and qualifications. Please submit your resume to Melissa Rysak, CPSM, Director of Marketing & BD Support, at mrysak@ediscompany.com