

Looking to join a fast-paced and rewarding career? Come join our team of dedicated and skilled individuals at Jones-Warner Consultants! We are a Southwest Ohio Professional Engineering & Surveying Consulting firm who specializes in services such as, but not limited to, Planning, Surveying, Project Management, Underground Utility Design, Transportation Design, Construction Management, and Field Inspection Services. We pride ourselves in our outstanding customer service, maintaining the highest levels of integrity and quality, as well as our ability to provide exceptional professional services on projects of all sizes and varieties. Apply today and join one of the highest demand careers in the nation!

Marketing Professional

Responsibilities:

- Increase overall brand awareness through digital lead generation
 - SEO, SEM, Paid Social, Graphic Design, WordPress updates and changes, copywriting, and marketing strategy
- Generate both Sales Qualified Leads and Marketing Qualified Leads (MQL and SQLs) for the sales team
- Maintain our current website and optimize it to increase traffic
- Maintain social platforms including LinkedIn and Facebook
- Collaborate with team on strategic elements for our brand
- Consistently bring new ideas to the team

Qualifications

- Track record of providing qualified leads to the sales team and increasing brand awareness
- Skilled in reworking a website to optimize its market presence and overall interaction
- Experience implementing a marketing strategy
- Familiar and passionate about digital marketing: SEO, SEM, and PPC
- History working with various social media platforms at a time (i.e., LinkedIn, Facebook, Twitter)
- Experience running digital paid media
- Work with design programs such as, but not limited to, ZoomInfo, Sales Loft, WordPress, Adobe Illustrator, Photoshop, Ahrefs, Semrush, Helium's proprietary dashboard/ content tool, Optmyzr, AdWords, Data Studio, HubSpot, SpyFu, SalesLoft, Canva