



TITLE

Brand + Communications Coordinator

ABOUT ETRO

As a Vancouver-based construction management and general contracting firm who's doing things differently, we're looking for you to bring your unique experience and insight to the ETRO team. You lead with innovation and grow by questioning how things can be done better. You add value to lives and communities by creating meaningful relationships with others and show up curious to learn. You're determined to find a solution to any and every obstacle you're presented with, and dedicated to making an impact. You're a disrupter at heart who's ready to change the construction industry. And, you're ready to join a team where success isn't just about the bottom line - where it's rooted in putting people first; developing endless opportunities for personal and professional growth and creating long-lasting relationships built on trust, transparency and quality. This is ETRO, and we are builders. Join us as we build for the future.

THE ROLE

When there's a lot of good on the go, finding the right person to put it out into the world makes all the difference...and that communication-savvy support system could be you. Reporting into the Brand + Communications Manager, the Brand + Communications Coordinator assists in day to day marketing and communications tasks across the business and across teams; coordinating, implementing and executing activities and projects to further build the ETRO Construction brand.

With a firm grasp on digital marketing platforms, you will craft brand aligned content to enhance brand awareness and deliver on ETRO's purpose and goals through strategic storytelling. With top-notch writing skills and a strong visual eye, the Brand + Communications Coordinator will be responsible for developing and updating all marketing materials and assets including exceptional proposal submissions.

A balance of creative thinking and the ability to get things done, the Brand + Communications Coordinator is a problem solver at heart who loves a challenge, is committed to continuous improvement and is interested in being mentored to grow and evolve (both personally and professionally). They'll cut their teeth and cultivate their marketing career in an environment that celebrates being eager, encourages collaboration, and gives them ample room to take projects and run with it.

KEY RESPONSIBILITIES

What you'll get up to as the Brand + Communications Coordinator:

Proposals

- Monitor, on a daily basis, bid sites for relevant opportunities and communicate to leadership.
- Assembly and production of proposals including writing and/or editing content and design layout.
- Establish and manage the schedule for deliverables and coordinate material from internal contributors and external consultants to deliver final submission on time.
- Manage proposal content library and keep boilerplate content up to date.
- Create, write, update, and maintain team member's resumes and project case study sheets.
- Maintain project information in the project database.

Content Creation

- Create strong, brand-infused copy for social media, web, blog posts, speaker pitches, etc.
- Participate in brainstorming and idea generation for ongoing content and campaigns.



- Execute and track digital marketing campaigns.
- Visit project sites to capture visual content to share.
- Orchestrate and execute photo shoots and edit photos.
- Production and editing of video content.
- Write creative briefs and work with videographers to produce branded videos.
- Create shot lists for shoots with professional photographers.
- Up to speed on the digital landscape of new creative tools, industry trends, emerging social networks, and marketing platforms that would add value to the marketing strategy and plan.

Social Media

- Design and create visuals.
- Write captions.
- Schedule posts using social media management tools.
- Monitor channels for mentions, respond to comments, and engage with our online community.

Communications

- Support a high-performing culture with aligned internal communications.
- Write and layout internal quarterly newsletter.

Graphics / Brand Assets

- Production and assembly of marketing materials (brochures, presentations, award submissions).
- Design of branded swag and collateral.
- Design and coordinate project site signage.
- Manage ETRO website ensuring all content is up to date.
- Update and maintain ETRO's intranet.
- Coordinate photography/videography of current and completed projects and team member headshots.
- Create and maintain digital business cards for all team members.

Project Management

- Ensure production schedules are met and the various aspects of proposals/presentations/awards are accurate and delivered on time.
- Manage relationships and coordinate with consultants and vendors for photography, videography, etc.
- Assist with organization of company events and conferences.

WHO YOU ARE

If we were to ask, people would describe you as:

- A self-starter able to prioritize effectively; works well either independently or in a group.
- A person of integrity, accountability, teamwork, innovation who's committed to growth.
- Motivated to find a solution when confronted by a problem - no matter the size.
- One who seeks ways to do things better; eagerly activates and embraces change.
- Curious, collaborative, passionate and extremely detail oriented (it's a passion thing).
- A thought leader who thinks ahead of the curve and spots trends.
- A steward of your community; committed to giving back and serving others.



- Able to work in a fast-paced environment; effectively manages workload to meet deadlines while remaining results oriented and delivering exceptional work.

SKILLS / EXPERIENCE

On top of your passion to work in a growing business full of professionals in the trade, here's what we're looking for:

- 2-5 years of marketing or communication related experience preferably working in the Architecture, Engineering, or Construction space.
- Past experience creating proposal submissions.
- Top-notch writing, editing, and proofreading skills are required.
- Whiz with a variety of design tools, including Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Canva etc.
- Multimedia savvy with experience with video editing programs such as Adobe Premiere an asset.
- Familiar with the most current social media platforms (Instagram, LinkedIn, Later Media, etc.)
- Creative with a strong visual eye.
- Adept at employing the nuances of colour, layout, imagery, and typography in service of a brand.
- Strong organization skills with an ability to manage the delivery of multiple projects with tight timelines.
- Ability to communicate clearly and collaborate with multiple project stakeholders.
- Diploma or University Degree (business, marketing, or communications) an asset.

OUR COMMITMENT TO YOU

At ETRO, our number one priority is our people. This means creating an environment and culture where our team members can thrive. Here's a brief glimpse of what we offer to ensure that every ETRO team member is taken care of:

- Programs and opportunities to continuously improve and develop skills, both personally and professionally, through an internal mentorship program and paid training.
- Recognition programs to celebrate and congratulate excellence in the workplace.
- A comprehensive Benefits Program.
- A focus on health and wellness, including \$500 a year towards fitness/movement related classes, passes, and memberships.
- RRSP Matching Plan.
- Support for team members growing their families with a generous Parental Leave Policy.
- A team committed to community stewardship, with frequent opportunities to give back through our ETRO Gives Program. This allows employees to automatically deduct a charitable donation of their desired amount from their paycheque towards chosen charities, which is then matched by ETRO.
- Two paid volunteer days per year.
- The option to enjoy Flex Friday's during the summer season.
- The opportunity to join and take part in our Social, Sustainability, Lean, and Health & Wellness committees.

A PARTING NOTE

Thank you for considering us as the next team you elevate. If you couldn't stop nodding as you read this, if your pulse quickened, or if we've hit the nail on the head (pardon the pun) for the career opportunity you're seeking, we'd love to hear from you. To apply, send your resume and a brief portfolio or writing samples if you have them to careers@etroconstruction.com.

We so look forward to hearing from you.