

# Marketing Track

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Marketing professionals are responsible for the branding of the Brayman family of companies. They ensure uniformity of presentation across all aspects of corporate communications. They deal with requests from the media as well as assisting with proposal development and employee communications.

## Graphic Designer

- Coordinate all design needs, including logos, collateral layouts, proposal, etc.
- Ensure design occurs within corporate branding standards
- Coordinate and maintain image files and library
- Procure and catalog template design files and library
- Coordinate corporate apparel and swag

## Communications Specialist

- Collaborate with Department/Group Managers on copy and content for various needs
- Administer changes to internal employee portal and external websites
- Develop marketing collateral to brand standards
- Implement effective social media strategy

## Marketing & Communications Manager

- Communications management; create awareness primarily externally, but also internally
- Management/creation of marketing collateral, resources and assets
- Manage the day-to-day project priorities for the Mar/Comm Department
- Media Relations contact and Company Spokesperson
- Collaborate with and support the Business Development team to ensure strategic planning of internal and external needs;

## Director of Business Development\*

Note that this position shares responsibilities with the Estimating Track

- Direct customer contact, market research, corporate product/service/sales strategy
- Identify strategic growth opportunities (capabilities and acquisition related)
- Develop and secure relationships to promote growth
- Promote capabilities of company into new markets
- Present senior management with targeted new customer opportunities
- Company liaison/representative at industry functions