

Position Description

MARKETING ASSOCIATE / CONTENT MANAGER

Location

Montpelier, Vermont.

Reporting Relationship

This position reports to the Marketing Director.

Position Summary

Stone Environmental is seeking a highly motivated, detail-oriented Marketing Associate / Content Manager to join its Marketing Team. This person will play an integral role in the Stone's marketing efforts by managing and overseeing the creation of high-quality marketing content for use in digital and print materials, as well as business development efforts such as proposals. The Marketing Associate position is a unique blend of writing, editing and content management.

Responsibilities

The person performing this job will be responsible for the following functions:

- Develop, document, and implement systems and/or strategies for managing marketing content, including boilerplate content, images, resumes and bios, as well as other external marketing materials.
- Create marketing efficiencies, promote the reuse of existing content, and ensure a consistent look and feel across all communications.
- Maintain stock of marketing materials, including business cards, binding materials, stationary, and other related items.
- Work with Marketing Director to support business development and sales activities.
 - Organize, compile, and format proposals, utilizing existing content where possible.
 - The candidate is expected to transition to lead proposal development coordinator, from start to finish, within six months.
- Manage and cultivate Stone's online presence (website, social media channels, third-party referrals, etc.), including site/channel maintenance, search engine optimization, and new content development.
- Assist in maintaining Stone's CRM, including contacts.
- Provide planning and preparation support for conferences and tradeshow.
- Assist with branding and design projects, as directed.
- Provide administrative support for marketing and project-related tasks as needed.

- Assist staff with proofreading, formatting, and producing customer-facing materials (reports, handouts, tables, etc.). Provide communications and outreach support as requested for billable projects.

Required Skills

To be considered for this position, the following skills are required:

- Strong organizational skills.
- Excellent attention to detail with an eye for design, focus on quality, and strong written communication skills.
- Demonstrated ability to organize and prioritize multiple, simultaneous projects in a fast-paced environment.
- Comfortable with writing and reviewing technical content, as well as collaborating with technical staff across all levels of the firm to bring projects to completion.
- Proficiency in Microsoft Office suite.

Desired Skills

The following skills are beneficial but not required:

- Experience working for a professional services and/or consulting firm.
- Experience developing or working with information/content management software or systems.
- Working knowledge of the following software programs is preferred: Microsoft Access, Adobe Suite (especially InDesign), Deltek Ajera and/or Vantagepoint, Silverstripe, and ArcGIS Online.

Experience and Education

Bachelor's degree in communications, marketing, environmental science, or a related field with a minimum of two years of relevant work experience. Experience in environmental/technical writing is a plus.

How to Apply

Please visit our careers page on our company website at www.stone-env.com to apply online.

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Stone Environmental is a 100% employee-owned environmental science, engineering, and field services firm located in Montpelier, Vermont. Founded in 1992, our mission is to provide tools, information, and analyses to help our clients solve environmental challenges with integrity, expertise, and innovation. We bring together over 50 scientists, engineers, modelers, mapping and GIS specialists, application developers, project managers, and foundation staff with diverse backgrounds and skills—and a shared commitment to excellence, creativity, and accountability through employee ownership. Our capabilities include environmental assessment and remediation, water resources

management, environmental modeling, data quality assessments, support for agrochemical product stewardship and registration, geospatial analysis, data visualization, and application development. The company's headquarters is located in Montpelier, Vermont with remote employees in New Hampshire and Maine. Stone is proud to be named one of the Best Places to Work in Vermont. Visit our website to learn more about services, as well as why we were named one the Best Places to Work in Vermont in 2019: <https://www.stone-env.com/>.