

Marketing Specialist

Gillespie Precast is seeking a creative and motivated **Marketing Specialist** to support brand growth and drive marketing initiatives across the Mid-Atlantic region. This role offers the opportunity to lead social media, content creation, website management, digital marketing, events, and community engagement efforts while helping strengthen the reputation of a growing industry leader. The ideal candidate is organized, creative, and eager to make a measurable impact in a fast-paced environment.

About Gillespie Precast

Gillespie Precast is a family-owned and operated leader in precast concrete manufacturing, serving the Mid-Atlantic region with innovative infrastructure solutions. Our product offerings include box culverts, stormwater systems, sanitary structures, pump stations, utility vaults, rigid frame structures, and custom precast concrete designs.

As a growing organization, Gillespie Precast operates four production facilities and employs approximately 200 team members dedicated to delivering high-quality engineered solutions and exceptional customer service. Our continued growth is driven by a commitment to innovation, operational excellence, and building lasting relationships with our customers, employees, and communities.

Why Join Gillespie Precast?

At Gillespie Precast, you'll have the opportunity to make a meaningful impact in a growing, family-owned company. This role offers a unique blend of strategy, creativity, and hands-on execution across digital marketing, events, brand management, and community engagement.

- Opportunity to shape and grow a respected regional brand
- Diverse, fast-paced work where no two days are the same
- Collaboration with leadership and cross-functional teams
- Professional development and career growth opportunities
- A supportive, family-oriented culture built on integrity, quality, and teamwork

Key Responsibilities:

Strategic Planning:

- Develop comprehensive marketing plans aligned with company goals, including market analysis, target audience identification, and positioning strategies.

Collaboration:

- Work closely with sales teams, operations, and other departments within the Gillespie organization to ensure alignment with overall business goals.

Digital Marketing, Social Media, Content Creation & Brand Management

- Partner with the Director of Business Development to plan, execute, and manage social media campaigns and serve as administrator for all company social media platforms.
- Create marketing materials such as ads, brochures, and video content
- Assist in planning, managing, and evaluating digital advertising campaigns.
- Create and manage email campaigns
- Develop best practices and guidelines for digital and print marketing

Event Coordination

- Oversee and execute registration and site logistics for conferences
- Manage trade shows and event planning with a focus on measurable outcomes
- Manage planning, coordination, and execution of Gillespie Precast hosted webinars and in-person events
- Coordinate attendee registrations for events.
- Develop best practices and guidelines for event coordination
- Develop, maintain, and provide annual schedules for trade shows, trade association, and Gillespie hosted events to the sales team
- Manage and keep all trade association annual memberships current

Community Engagement

- Build partnerships and participate in events that strengthen our market presence
- Actively engage and generate interest in our company and products
- Attend on-site product installations for photos, videos, and/or testimonials to support our marketing efforts

Branded Merchandise Oversight

- Coordinate with leadership on product selection and vendor relationships for branded merchandise/giveaways
- Serve as the primary contact for vendors, fostering strong relationships
- Oversee ordering, quality control, and inventory management
- Interface with accounting/finance on billing and payment oversight
- Interface with human resources and sales staff on distribution timeframes

Website Administration

- Develop and maintain proficiency in Elementor, Canva, and other marketing platforms used to support business objectives and marketing initiatives.
- Make updates to the website content promptly as needed. Keep the platform current with, but not limited to, product line, project spotlights, team adjustments (hiring, announcements, anniversaries, etc.), memberships, certifications, awards, and/or recognition

- Coordinate with outside vendor(s) on major site enhancements and updates
- Assist with administration of hosting environment
- Consistently manage priorities and meet established deadlines.
- Performs other related duties as assigned

Required Qualifications:

- Excellent verbal and written communication skills
- Strong analytical and problem-solving skills to interpret data and make informed decisions
- Expertise in multiple social media platforms
- Highly organized with exceptional attention to detail
- Ability to manage and balance multiple projects/tasks simultaneously with flexibility on prioritization to see each project through from start to finish
- Strong project management skills with the ability to coordinate multiple stakeholders and priorities.
- Proficient in time management
- Creative thinker with the ability to develop innovative marketing campaigns
- Ability to work well in a fast-paced, collaborative environment
- Proficient with Microsoft Office Suite.
- Experience with Adobe Illustrator and Photoshop are strongly preferred.
- Proven work experience in a similar role

Preferred Experience

- B2B marketing
- Construction, manufacturing, engineering, or industrial sectors
- Trade show and event management
- Video creation and photography
- Digital advertising campaigns
- Website content management systems
- Marketing analytics and reporting
- Experience with Canva, Elementor, Microsoft Office Suite, Adobe Creative Cloud (Illustrator and Photoshop), email marketing platforms, social media management tools, and analytics platforms preferred.

Education and Experience:

- Bachelor's degree in marketing, Communications, or related field strongly preferred
- At least 3 years of experience in marketing, communications, digital marketing, or a related field.
- Demonstrated success managing campaigns, events, social media programs, or brand-building initiatives.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer
- Must be able to lift up to 15 pounds at times

Compensation & Benefits

- **Salary: \$50,000 - \$80,000** annually, based on experience and qualifications
- Annual performance-based bonus opportunity
- Health, dental, and vision insurance
- 401(k) plan with company match
- Paid vacation, sick leave, and company holidays
- Tuition reimbursement and professional development support

Equal Opportunity & Workplace Commitment

Gillespie Precast is an Equal Opportunity Employer and considers all qualified applicants without regard to race, color, religion, sex, national origin, age, disability, veteran status, or any other characteristic protected by applicable federal, state, or local law.

We are committed to providing reasonable accommodations to qualified applicants and employees throughout the hiring process and employment.

Employment is at-will and may be contingent upon successful completion of a pre-employment drug screening, in accordance with applicable law.