

RESUME REQUEST FORM

27Jun2022

JOB TITLE/LOCATION: Senior Marketing Manager / WSNco Office (New Orleans, LA)

REPORTS TO: Company Leadership / Executive Committee / Business Development

SOFTWARE REQUIRED: MS Teams, MS Office (PowerPoint, Excel, etc.), SharePoint, Adobe Creative Suite (InDesign, Photoshop, Illustrator), LinkedIn

COMPANY PROFILE:

Waldemar S. Nelson and Company (NELSON) is a multi-discipline design and project management consultancy serving a wide range of industrial, commercial, and governmental clients across the U.S.A., and at selective international sites.

NELSON is a well-established firm based in New Orleans, Louisiana and Houston, Texas. With a staff of over 300 employees, NELSON provides professional services to its clients for projects both large and small.

NELSON has a competitive benefits package including healthcare, 401K, standard holidays, vacation/sick PTO, multiple work schedules to choose from which include half-day Fridays or every other Friday off.

www.wsnelson.com

JOB DESCRIPTION:

NELSON is currently looking for a Senior Marketing Manager to help develop its brand and expand its marketing capabilities.

Prospective candidates can expect to join a dynamic and creative team with an extensive history of providing engineering services throughout the United States and the world. As the NELSON brand ambassador, prospective candidates can expect to take on a wide range of responsibilities within the role of Senior Marketing Manager including but not limited to ...

- Responsible for managing the corporate brand in all digital arenas (website, LinkedIn, online publications, etc.)
- Responsible for developing and executing internal and external communication strategies to promote the organization and solicit future business
- Responsible for the development of standard corporate templates in line with corporate branding strategy (power presentations, proposals, logos, wearables, standard email signatures, etc.)
- Responsible for the assembly of project proposals in coordination with business development and project management personnel
- Responsible for the development of corporate brochures highlighting company skillsets for a variety of market sectors
- Responsible for creating company graphics for use in a variety of media
- Responsible for the development of the corporate intranet via SharePoint in coordination with company leadership, department managers, and IT
- Responsible for collaborating with corporate leadership during the design and selection of company events
- Responsible for helping to improve, promote, and drive corporate culture
- Responsible for training corporate leadership on branding and communication strategies

QUALIFICATIONS

As a minimum, candidates are expected to have:

- Have attained a bachelor's degree and 10 to 15 years of relevant marketing experience
- Communicate effectively, both verbally and in writing to a diversely educated audience
- Be professional and detail oriented
- Display good communication, organization, and collaboration skills