



Marketing and Communications Lead

Ecological Land Services, Inc. is looking for the next great addition to our team! ELS is an environmental consulting firm serving the Pacific Northwest and Southeast Alaska. We specialize in land, water, and shoreline projects involving wetlands, streams, wildlife, habitat, and endangered, threatened, and sensitive species.

We are seeking a full-time **Marketing and Communications Lead** to support work in the diverse field of environmental consulting. This position is located at our **Longview, Washington** office with occasional travel to branch offices. The **Marketing Communications Lead** is responsible for contributing to and executing the company's marketing policies, programs, and promotion of services. The **Marketing Communications Lead** also has primary responsibility for ensuring that all company proposals are fully executed from initial preparation to final delivery. The **Marketing Communications Lead** is accountable to his or her manager and the Board of Directors and works closely with both technical and administrative staff.

What can Ecological Land Services offer you?

- A competitive compensation package: general range is \$58,240 - \$66,560 annually depending on experience.
- Benefits including retirement plan with Company match, Company paid medical, dental and vision insurance; a Company paid life insurance and long-term disability policy; and a Health Savings Account (HSA), or a Health Care Flexible Spending Account, (FSA) (depending on the type of health insurance plan chosen).
- Potential for a flexible/hybrid work schedule.
- PTO and paid holidays; work/life balance is a priority.
- Continuing education is encouraged and supported.
- A fantastic office and location! Our main office is centrally located in **Longview, Washington**, with branch offices located in Bremerton, Bellingham, Washougal, and Sunnyside, Washington.
- Work that is fast-paced and goal-oriented.
- A dynamic team that is supportive, friendly, and fun.

Who are we looking for?

The **Marketing Communications Lead** will coordinate and develop marketing policies, programs, and campaigns. They will promote the company's services to existing and prospective customers, develop and implement the company's web-based marketing strategy to promote the company's brand, generate new business, and promote the company in alignment with the company's mission and core values.

What are the Duties/Responsibilities?

- Coordinates with Manager and the Board of Directors to conduct market research, sales forecasting, and strategic planning to assess and ensure the sale and profitability of services.
- Maintains knowledge of trends and developments in the market, including online market; identifies needs for new products and services and makes recommendations to leadership.
- Gathers and analyzes information to identify new markets and customers, demand for products and services, and efficacy of existing marketing strategies and promotions.
- Gathers the materials necessary to understand the project and competition in the area; analyzes these materials to determine the most effective communications technique.
- Identify and pursue proposals (e.g., request for proposals, request for qualifications, or statement of qualifications) for potential projects; prepare and submit materials to successfully bid on projects, including coordinating with subconsultants and company technical and administrative staff.
- Maintain and update matrix for determining “go or no go” on potential projects based on collaboration with leadership on market trends and targeted project types.
- Take lead on preparing PowerPoint presentations and other materials for interviews on potential projects and facilitating process for staff.
- Advises on and prepares communications campaigns, which may include social and online media, print media, direct mail, and other multimedia.
- Collaborates, participates in, and coordinates company promotional activities such as conferences and marketing and community events.
- Negotiates contracts for services needed to execute a marketing strategy.
- Drafts, implements, maintains, and revises online marketing campaigns to drive both growth and retention of customers, and revenue to the company.
- Assists with preparing budgets for marketing and communications related items.
- Plans and implements web-based marketing strategies and campaigns via the company’s website; collaborates with web development and design teams to monitor and improve search engine optimization (SEO) results for the company’s website.
- Develops and expands company’s web presence through social media, email, web advertising, and other online sources; promotes company brand through these channels.

What knowledge skills, and experience would you bring to the ELS team?

- College degree in Business, Marketing, Communications, or related field preferred.
- At least three years of experience in a related field.
- Related experience in writing and editing project proposals; portfolio of relevant previous project proposals highly preferred.
- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational, interpersonal, and customer service skills with attention to detail.
- Excellent time management skills, proven ability to be self-directed, and ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Strong leadership skills.

- Ability to create, implement, and monitor budgets.
- Knowledge of marketing principles and strategies.
- Proven ability to plan and implement marketing campaigns.
- Proficient with Microsoft Office Suite or similar software.

What is it like to work at ELS?

In a recent survey, employees were asked, "What do you like most about working at ELS"? The number one response was "my co-workers."

ELS cultivates an enjoyable and flexible working environment. We support our staff by encouraging training and attainment of specialty certifications to further employee expertise.

We are members of many industry organizations to help promote relationships within our field of expertise, to stay tied to our community, and to facilitate professional development of our staff.

How do I apply?

Applications for this posting will be accepted electronically. To be considered for this position you will need to provide a resume, cover letter and a list of references. Incomplete applications will not be considered. For consideration, please email your resume to resume@eco-land.com.

This position will remain open until filled.

We are proud to be an Equal Opportunity Employer.