

**Corporate Headquarters:**

18831 Bardeen Ave., #200  
Irvine, CA 92612

**Job Description: Industry Marketing Specialist**

The Industry Marketing Specialist, reporting to the Director of Marketing, will support the overarching marketing strategy and execution of activities to further develop and strengthen U.S CAD's market presence and help drive new customer growth.

This individual will collaborate with sales, professional services, management, fellow marketing colleagues, as well as with external marketing vendors and trade associations, to execute and manage marketing initiatives, campaigns, webinars, tradeshow, social media, and content. The individual must be comfortable in a fast-paced environment, managing multiple projects, and utilizing marketing automation and CRM technology.

The individual we are seeking should reinforce and mesh with our core values: honesty and integrity, commitment to excellent service, accountability, and trust and mutual respect.

The position is located in Irvine, CA, at the company's headquarters.

**Responsibilities:**

- Research, identify and track relevant industry trends and develop messaging to address critical business issues, drivers and growth opportunities
- Collaborate with sales, marketing, services, and customers to develop and execute programs, campaigns, content, and events that support company, sales and industry goals
- Conduct email marketing for lead generation purposes
- Help manage social media activities
- Plan and attend industry tradeshow
- Enable sales executives to be successful:
  - Assist individual sales executives with preparing for prospect engagements
  - Develop easy-to-use and meaningful sales tools including collateral, case studies, presentations, templates, etc.
  - Communicate and train on new marketing initiatives and processes
- Track, measure and report on lead generation and marketing activities
- Performs other duties as assigned

**Qualifications:**

- Bachelor's degree
- 4+ years of professional work experience
- Experience in working in the AEC industry is a plus
- Experience in working in the infrastructure and government industry is a plus
- Experience in working in the software industry is a plus
- Excellent written, oral, interpersonal communication, and presentation skills
- Ability to work and collaborate cross-functionally and with external vendors
- Candidates must be analytical, curious, creative, results-and-detailed oriented
- Self-starter who can solve problems with minimal supervision
- Thrives in a fast-paced, highly productive, and collaborative environment
- Strong organizational skills
- Ability to learn quickly with a result driven mentality
- Aptitude for technology and ability to connect and translate concepts
- Proficiency in MS Office suite
- Experience with Adobe Creative Suite is a plus
- Flexibility to travel 10%+