

Marketing Manager/Lead Marketing Specialist

Join Yorke Engineering, LLC, an Environmental Consulting leader in California that implements Environmental Engineering and Compliance solutions for our clients throughout California. Our mission is to solve environmental compliance problems for industrial and governmental/infrastructure facilities. We are a growing and dynamic organization of highly respected professionals. Yorke Engineering, LLC has assisted over 1,400 client organizations with their Air Quality and Environmental Compliance, Engineering, and Permitting needs. Our philosophy is to efficiently help government and industrial customers with the complex array of environmental laws and regulations. From simple permits to complex agency negotiations, from small companies to the largest of California's organizations, Yorke successfully solves our clients' Air Quality and Environmental challenges. Our team has over 1,000 years of combined environmental experience and consists of engineers and scientists that specialize in Air Quality, Waste, Water, CEQA, Safety, and Industrial Hygiene.

We are looking for a sharp and reliable professional to join our team to support our **Marketing Specialist** role in Southern CA. This is a full-time position at 40 hours per week from our corporate office in San Juan Capistrano, CA during our normal business hours. We offer a full benefits package including Paid Time Off, Holidays, Full Medical/Dental/Vision, along with a 401k with a generous company match.

Position Summary:

The **Marketing Specialist** leads Marketing tasks with a high standard of quality, efficiency, organization, and the drive and initiative to complete their responsibilities with minimal guidance. This position will require the candidate to prioritize multiple responsibilities and proactively manage business development opportunities. In addition, this role will involve a significant amount of market research, preparing marketing information/brochures highlighting the company's skills and strengths, along with technical data, to win bid proposals and generate work. All work will be under the direct guidance of the Marketing Director.

Reporting and working directly with senior leadership and technical staff, this role will manage various business and marketing support needs for a growing company. This dynamic position offers a significant variety of leading marketing functions both in short and long-range assignments in a collaborative effort. The work is challenging, broad in scope, and variable from project to project. The position involves effective communication, decision-making, and time management.

The candidate responsibilities and qualifications will include:

- Facilitates the effort to analyze industry trends, marketing strategies, and service performance; prepares and presents reports summarizing information; makes recommendations based on analysis;
- Drives marketing projects to successful completion by ensuring they are on-time, within budget, and in alignment with stated goals;
- Collects and maintains client and potential clients responses to track, review, and modify performance of marketing initiatives;
- Manages our Marketing materials and their distribution;
- Organizes Yorke Classes including material printing and working with Class Attendees;
- Collaborates with senior leadership and technical staff to market branding messages;
- Leads the efforts to identify key clients and key markets to build client relationships;
- Develops and distributes marketing materials for various marketing events and conferences (i.e. brochures, presentations, class materials);
- Support Marketing Manager to evaluate opportunities for new services, ideas, and concepts;
- Builds and optimizes digital marketing programs and portfolio;
- Will collaborate with our team members, customers, and on marketing opportunities and/or issues.

Job Requirements:

- 5-15 years of work experience supporting a Marketing Department in the environmental services and/or consulting industry, experience in the EH&S Environmental Consulting Field and/or CEQA Markets preferred;
- B.S. or M.S. in Marketing, Communications, Digital Marketing, Business, Business Management/Administration or relevant major required - from an accredited university with minimum GPA of 3.5; **GPA will be verified**;
- Experience with digital marketing management and integration. **(highly preferred)**;
- Strong interpersonal, communication, and leadership skills;
- Ability to think critically and develop solutions;
- Software Knowledge:
 - Strong Microsoft Excel, Word, Outlook, and Powerpoint skills (required);
 - Microsoft 365 Applications, including Sharepoint (a plus).

Salary: Competitive - Commensurate on Experience

Classification: Full Time Exempt

Benefits: Full Medical/Dental and 401k Package with Paid Time Off.