



## MARKETING SPECIALIST

Sevee & Maher Engineers, Inc. (SME) is seeking a full-time **Marketing Specialist** at our headquarters in Cumberland, Maine.

### Position Summary

This is an exceptional opportunity for an experienced professional to transition into leading SME's marketing, communications, and business development efforts in close collaboration with the company's owner-manager team and marketing staff. This dynamic role leverages traditional and digital communications, marketing, and business strategies to: advance SME's brand identity; broaden awareness of the firm's multidisciplinary services; and increase our visibility across key stakeholders.

### Your Impact

The **Marketing Specialist** will bring diverse marketing-related experience and expertise. The ideal candidate will have proven, hands-on production skills and enjoy strategizing new and interesting ways to build the SME brand in alignment with our organization's strategic and operational priorities.

An organized self-starter, the **Marketing Specialist** is also a strong team player with a results-oriented approach that fits SME's friendly culture and positive work environment. Because you will work closely with SME personnel, clients, vendors, and the public, your strong interpersonal, writing, and verbal skills will be important. At SME, we take pride in building and maintaining meaningful, long-term relationships with all stakeholders.

### Responsibilities

As **Marketing Specialist**, you will provide marketing leadership and apply your versatile skill set and enthusiasm for "all things SME" to:

- Craft tailor-made proposals and qualifications packages in response to RFPs/RFQs
- Write, edit, and design compelling traditional materials, including project summaries, cutsheets, brochures, resumes, press releases, presentations, job postings, advertisements, and swag
- Develop engaging content for, and maintain, company websites, blogs, social media, and digital assets (artwork); work with our SEO optimization vendor
- Coordinate in-house communications, including employee newsletter and Lunch & Learn series
- Plan and organize participation in trade shows, job fairs, and other events
- Conduct market research to identify and qualify opportunity leads
- Collect and analyze market research data using client relationship management (CRM), Google Analytics, and other tools, and
- Coordinate special projects and provide other support as needed.

### Required Skills and Qualifications

- Bachelor's or master's degree in marketing, communications, or related field
- 5+ years of experience in B2B marketing and business development, using traditional and digital platforms; work in an engineering/service consulting environment is a plus
- Exceptional writing, editing, communications, and research skills
- Ability to multitask, prioritize, and manage time effectively to meet deadlines, and
- Proficiency in MS Office, Adobe InDesign, WordPress, social media platforms, and photography/graphics; familiarity with SEO/SEM, Google Analytics, and CRM.

### Compensation and Benefits

SME offers an excellent compensation and benefits package that includes:

- 100% company paid Medical, Life, and Long-Term and Short-Term Disability insurance;
- Annual HSA contributions;
- Paid vacation and sick time with 9 paid holidays per year;
- 401k plan with generous matching contribution; profit sharing; and a non-discretionary 3% of gross pay contribution; and
- Performance-based year-end bonuses.

### Working at SME

Founded in 1985, SME is an accomplished team of more than 90 experienced and talented professionals providing civil and environmental engineering and consulting, comprehensive design, construction management and oversight, permitting, and testing services for commercial, industrial, governmental, and residential clients throughout the United States. SME combines strong technical expertise with innovative technologies to provide cutting-edge solutions to our clients' 21st-century challenges.

At the heart of SME is our friendly and down to earth culture. SME is large enough to offer a full range of services but small enough that everyone on our team makes a difference. There is room to choose your own path and pursue your passions, and each person is recognized for their contribution to our collective success. Joining SME means becoming part of a group of dedicated professionals who enjoy doing meaningful work together.

Along with a collaborative work environment, SME offers:

- Work-life balance
- Professional development and growth opportunities
- Intraoffice groups including hiking, hockey, and running
- Community involvement such as volunteer days and an SME sponsored road race team, and
- Fall golf outing, regular social events, and more.

### Location

SME is based in Cumberland, Maine, just north of Portland. Perfect for a balance of work and play, we are only minutes from ocean beaches, lakes, rivers, and mountains where you can conveniently access outstanding outdoor activities. If city life is more your style, the area offers fantastic shopping and dining options as well as a vibrant arts and entertainment scene.

### Let's Connect!

If this position sounds like a good fit for you, **please submit your resume and cover letter as a single PDF or Word document to: [smeresumes@sme-engineers.com](mailto:smeresumes@sme-engineers.com).**

For more information about SME, visit [sme-engineers.com](http://sme-engineers.com). No telephone calls, please.

*SME is an Equal Opportunity Employer committed to fairness in all our employment practices. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.*