



Company Offering Position: Scalo Inc.
Job Description: Marketing Director

About the Company: Scalo Incorporated - Serving The Scalo Companies

At Scalo Incorporated, we are the administrative and support body for The Scalo Companies which include eight companies rooted in the construction field: Burns and Scalo Roofing, Co. (Locations in PA and OH), Cuddy Roofing, Scalo Solar, David Hood Roofing, Burns & Scalo Roof Asset Management, NexGen Design Systems, Inc., and Scalo Incorporated.

The Scalo Companies have been noted for our product diversification, involving energy and environmental solutions. We are geographically growing our business through continued investment in new technologies and energetic, dedicated employees. We succeed together here and have the joy of sharing our successes with our customers and also our talented team members. A key value and initiative to the company is our triple wallet share concept- this means making decisions and taking action to share the wealth. If we do our job right, our customers, our employees and the company benefit from a quality experience and job well done.

If you are looking for a company that values your work, wants to invest in your development and will continue to position itself as a leader in its industry, we may be a fit for you.

I. Primary Function

This position plays a vital role as the primary point of contact to ensure consistent and effective branding and messaging across The Scalo Companies. This position is responsible for determining the optimum marketing mix in order to develop and manage promotional campaigns, public relations, tradeshow, sponsorships, electronic media, and other communications programs within our target market. This role includes the creative executions, messaging, advertising of The Scalo Companies to advance our brand, to market products and contracted services, including commercial and residential roofing, wall panel systems, solar, and sustainable building technologies.

II. Reporting Relationships

The Director of Marketing role reports to the President and CEO and the COO, Executive Vice President of The Scalo Companies

III. Job Qualifications

- At least 5 years previous marketing/communications experience with a strong working knowledge of marketing/business and client communications (Portfolio encouraged)
- Knowledge of the Pittsburgh Market (Business to Business and Business to Client)
- Creative and passionate capabilities with desire to learn new things
- Able to manage multiple tasks and handle the demands of multiple managers
- Self-motivated.
- Highly adaptable to a growing company with evolving needs and a diverse team
- Inspire teamwork and collaborative environment

- Proficiency in Adobe design creative suite (InDesign, Photoshop, Illustrator, etc.)
- Detail-orientated nature with strong organization skills and ability to produce, proofread, and edit marketing communications (Internal and Customer-Facing Tools and Marketing Products)
- Proficient in Microsoft Office Suite
- Strong interpersonal skills
- Strong written and verbal communication skills including presentation skills
- Demonstrated solution oriented nature
- Previous project management experience including supervising staff
- Bachelor's Degree in advertising, marketing, or communications/related field

IV. Duties and Responsibilities

Perform the following Marketing functions and supervise Marketing Manager and Marketing Assistant as well:

- Develop and execute annual brand, product communication plan and budget
- Seek out new cost-effective advertising opportunities and develop testing techniques to evaluate performance
- Manage relationships with various creative agencies, PR firms, and suppliers
- Initiate establishment and periodic review of strategy, positioning, and messaging
- Direct marketing and advertising activities to meet or exceed targeted company sales goals
- Analyze marketing campaign results and adjust strategies and tactics as appropriate
- Develop and execute integrated marketing and lead generation programs including: speaking opportunities, conferences, trade shows, web casts, PR, email/direct mail, advertising and social media
- Establish marketing/brand messaging goals on weekly, monthly and quarterly basis
- Work with executive leadership, sales and business development teams on all new product launch strategies
- Collaborate with leadership team on ideas and then return multiple options/strategies with projected pricing/proposed budget for execution
- Conduct market research to identify and track competition as well as target audiences and define messaging and positioning
- Work with various departments to design and implement effective methods of recruitment and training (collateral materials, presentations, etc.)
- Create, coordinate, and manage speaking events utilizing outside and internal topic experts. Events will be held both at our corporate facilities and customer locations
- Coordinate and/or arrange exhibits or special events for clients to increase product and service awareness
- Create Presentations for proposals and internal meetings as well as for the Advisory Board of Directors
- Update websites as needed
- Develop and execute a social media strategy that engages our customers
- Create email marketing messages (E-newsletter)
- Write and distribute effective press releases about new products, services, etc.
- Contribute/produce Internal Employee Newsletter
- Partner with Estimating Department to create high value RFP responses
- Other marketing and corporate initiatives as assigned

Benefits Offered

As a member of our team, you will enjoy the following benefits:

Competitive salary and incentive opportunities

Paid Time Off

Affordable and comprehensive medical, vision, and dental insurance

Company-paid life insurance
401(k) with company match
Health Savings Account with company contribution
Employee Assistance Program (EAP)
Aflac Supplemental Insurance

To apply, please respond to this posting via job board or email, mail, fax your resume and salary requirements to:

Donna Bodnar
Director of Recruiting and Staff Development
Phone: 412-458-3884
Fax: 412-921-1965
Email (Preferred): Bodnard@scaloinc.com
Mail: 22 Rutgers Road, Pittsburgh, PA 15205

Scalo Inc. is an EEO (Veterans, Disabled, Women/Minorities) and Military Friendly Employer